A
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C

Body Beautiful

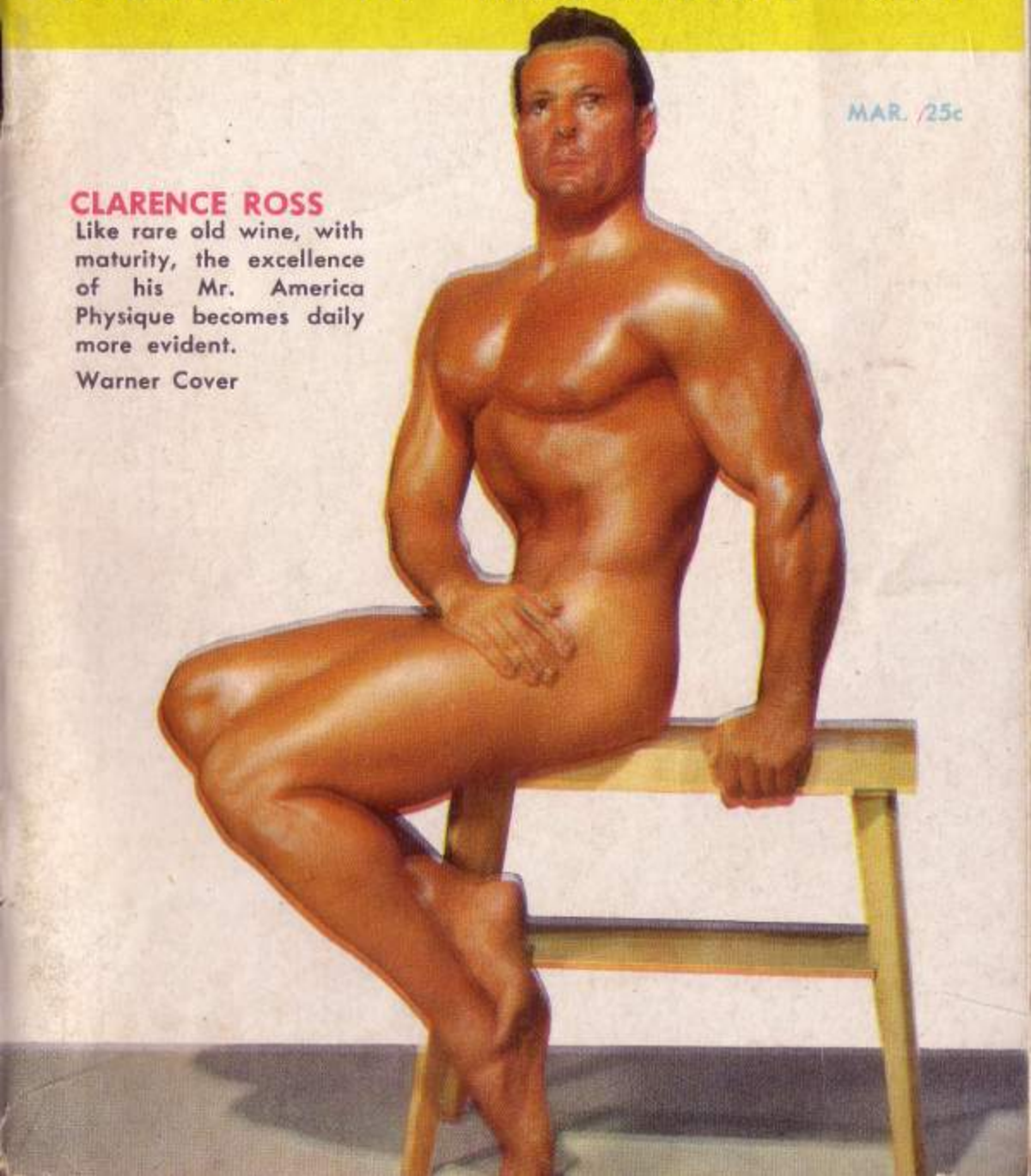
STUDIES IN MASCULINE ART

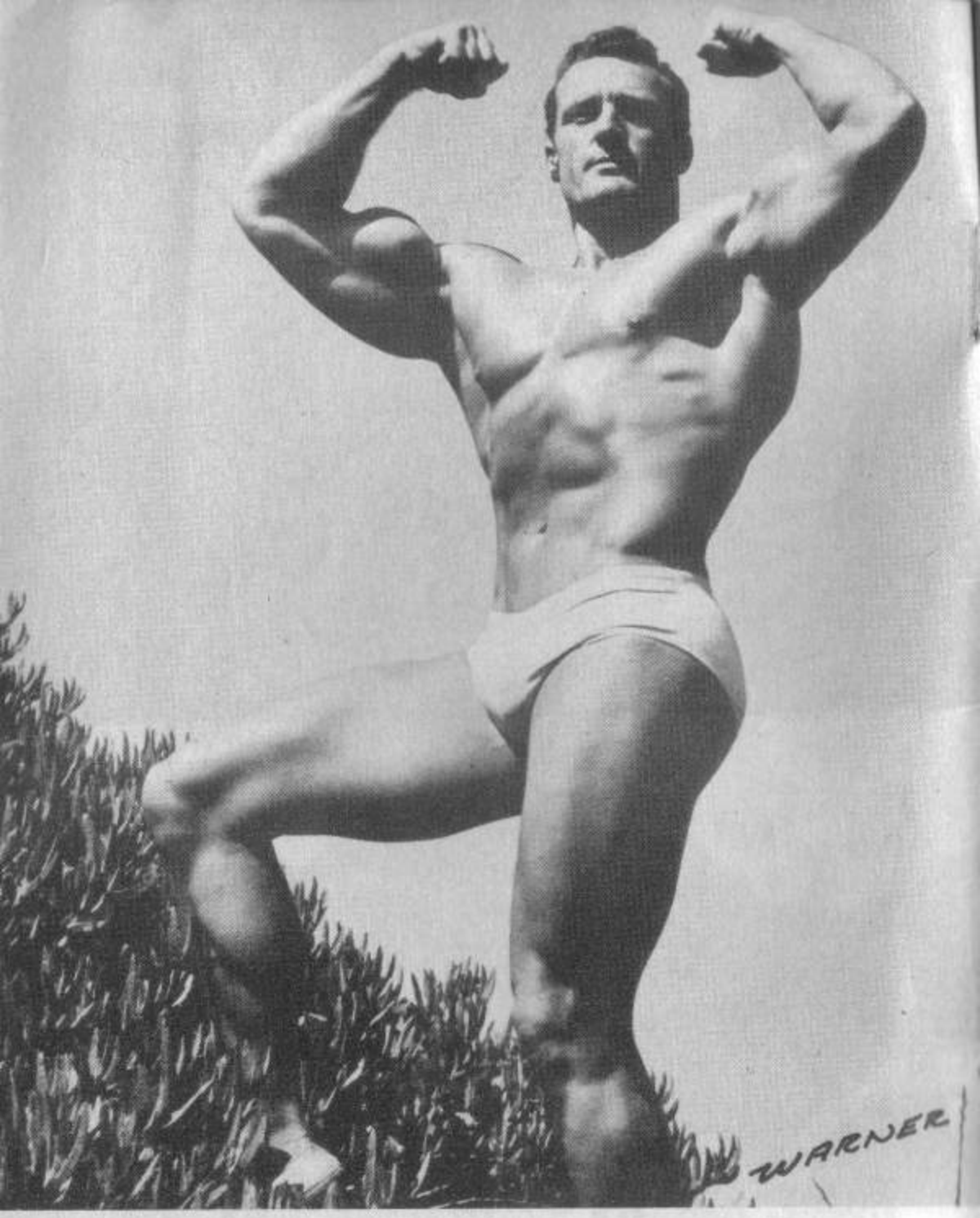
MAR. /25c

CLARENCE ROSS

Like rare old wine, with maturity, the excellence of his Mr. America Physique becomes daily more evident.

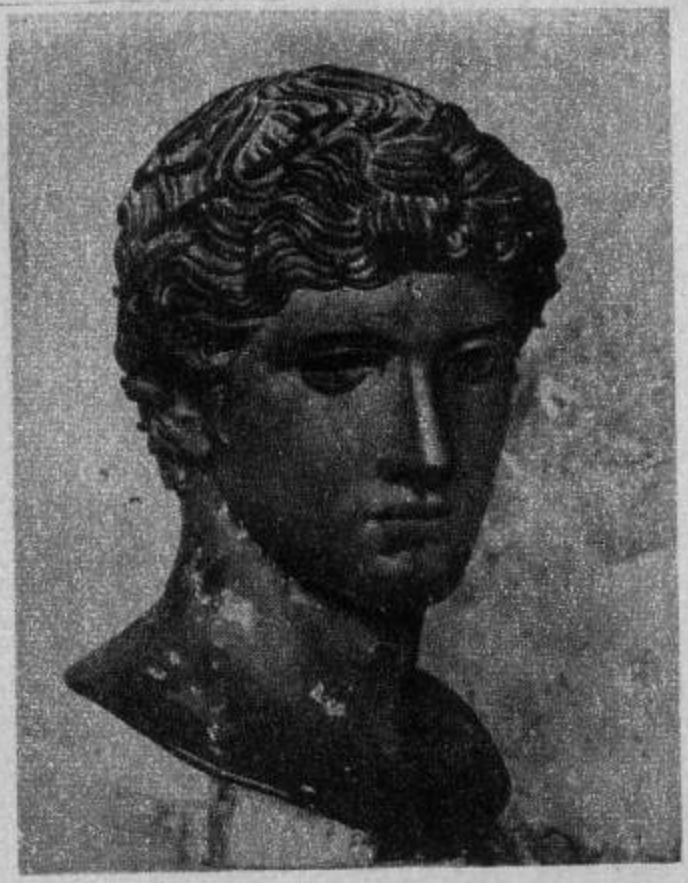
Warner Cover





CLARENCE ROSS by Warner

The "King" surveys his broad domain



Editorial

In the world of music one of the most favored types of composition is the "theme and variations." Within the very free musical framework of this idiom the composer is at liberty to state his principal theme, and from that point, in the ensuing variations, to embellish, to paraphrase, to alter rhythms, and, in brief, to continually heighten our interest in his composition by astonishing us with his versatility and inventiveness.

Borrowing just a bit from this musical idea we have sought, in "THE BODY BEAUTIFUL," to use as our central theme the perfectly-developed male physique. And you will discover that our variations are many in number. They range from the classic grace of the Latin, as depicted in "A la Francaise," through the motif of joyous youth, interpreted by Rusty Meyer, to the calm, pastoral nostalgia so beautifully evoked by Richard Alan, and reaching its climax in a finale of full-flowered maturity, incomparably expressed by John Grimek. (*Continued on page* 57)

In a translation by Hal Warner
with the camera sorcery of Bob Delmonteque
RICHARD ALAN recreates Giles de Regnier's
beautiful poem

AU BOIS ÈPAIS

(Again to my deep green forest)

My beloved green forest I have come again to thee,
to reminisce in this, the sanctuary of my youth,
the tabernacle of my heart.

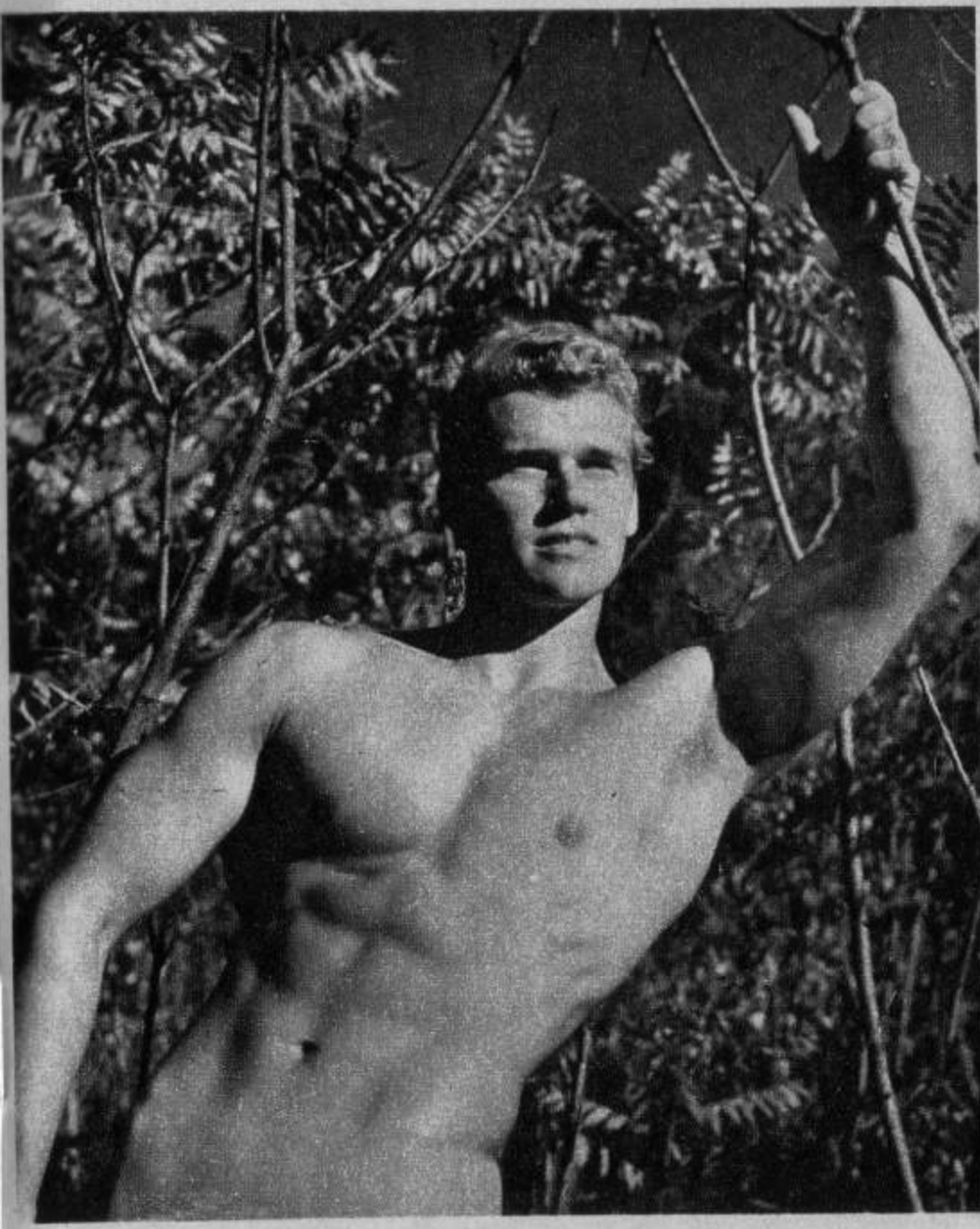
In thee know I only spring and summer, for youth is but two seasons long, and autumn comes much too soon.
Stay that soon—stay it yet another day.

All my hopes were born in the magical aviary of your green confine, in the silken whispering of the willow boughs, in the glassy mirage of sun on sea.
Hopes are born in spring.

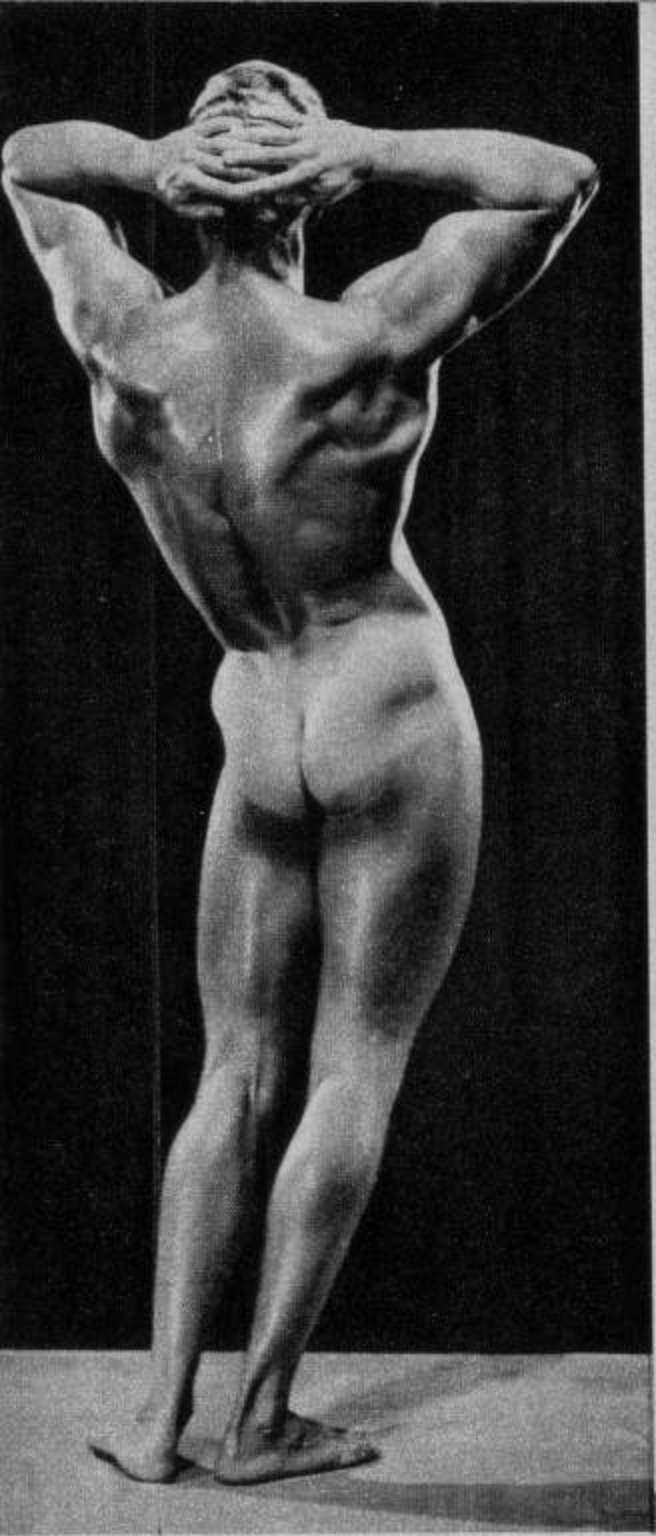
Leave me a talisman, oh forest young with springtime, to warm my heart when winter comes, youth sleeps, and love is old.
When I must turn my back on thee.

Oh that some sage clairvoyant I might be, to chart my life with crystal ball and prophecy, until that gladsome day when winter's o'er.
When somber woods give way to green.

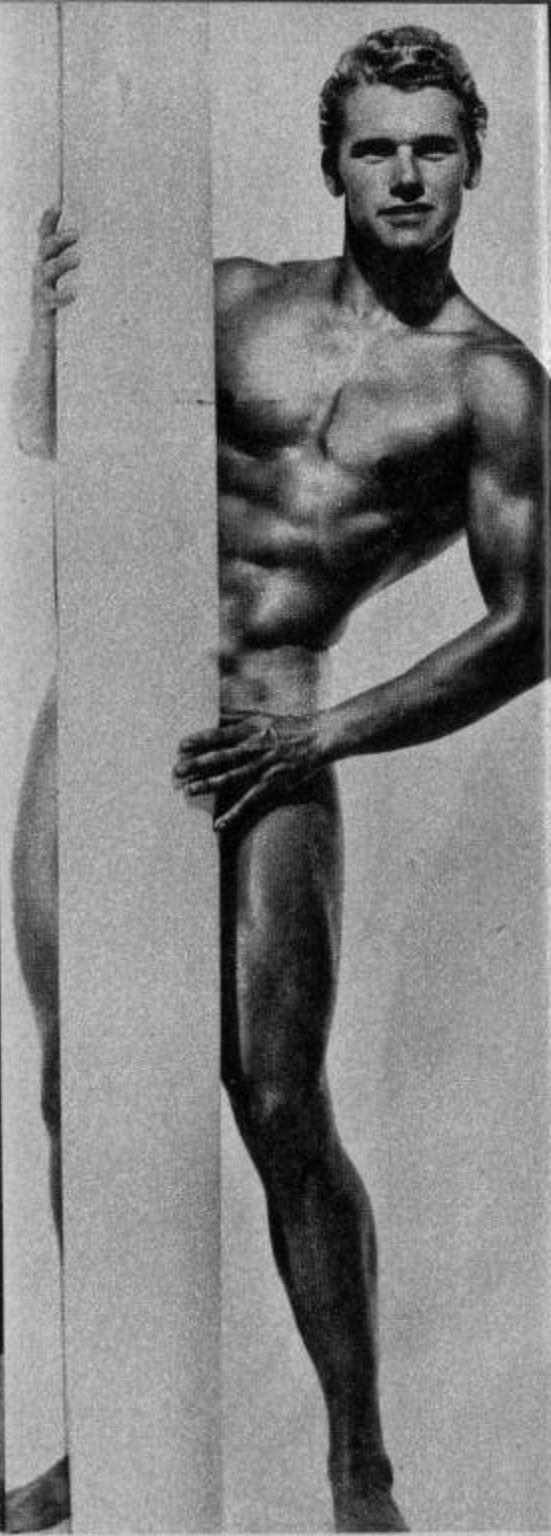
Then shall I run headlong from my door, to glimpse thee in all thy verdant majesty and seeing thee in truth, rush straight into thy bosom, oh lovely green-clad mother.
To the sanctuary of my youth,
To the tabernacle of my heart.



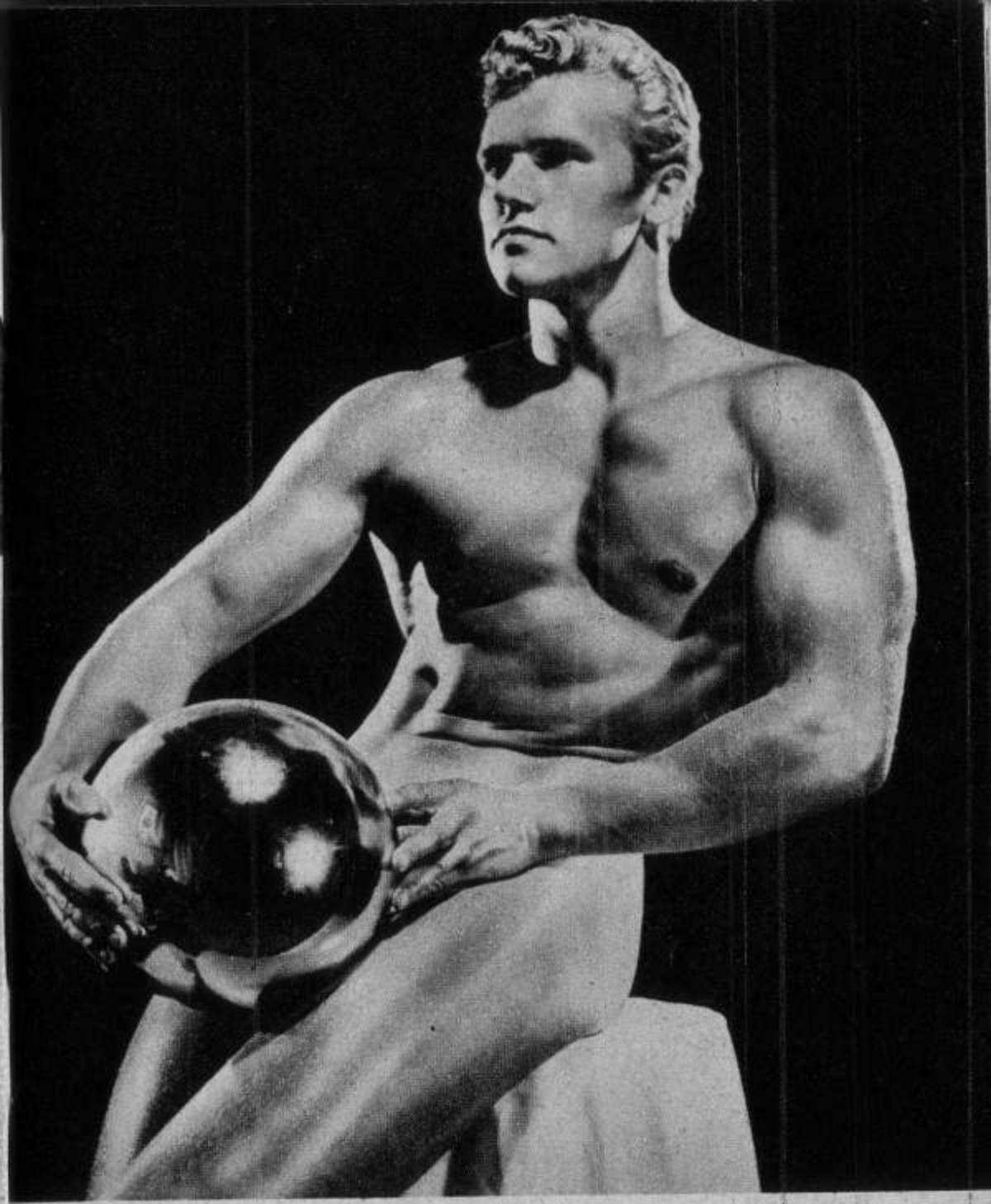
"The sanctuary of my youth"



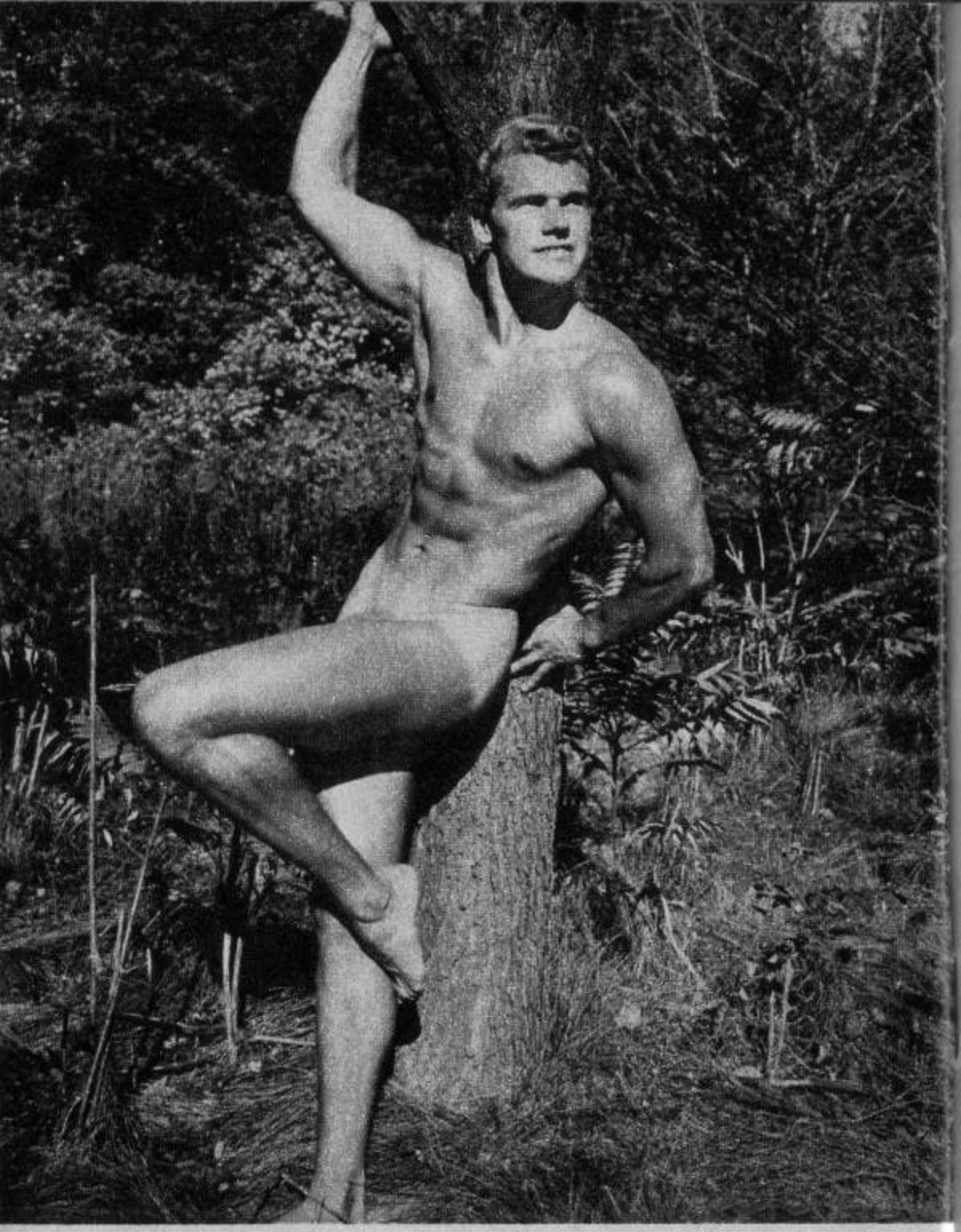
"when I must turn my back on thee"



"until that gladsome day when winter's o'er"

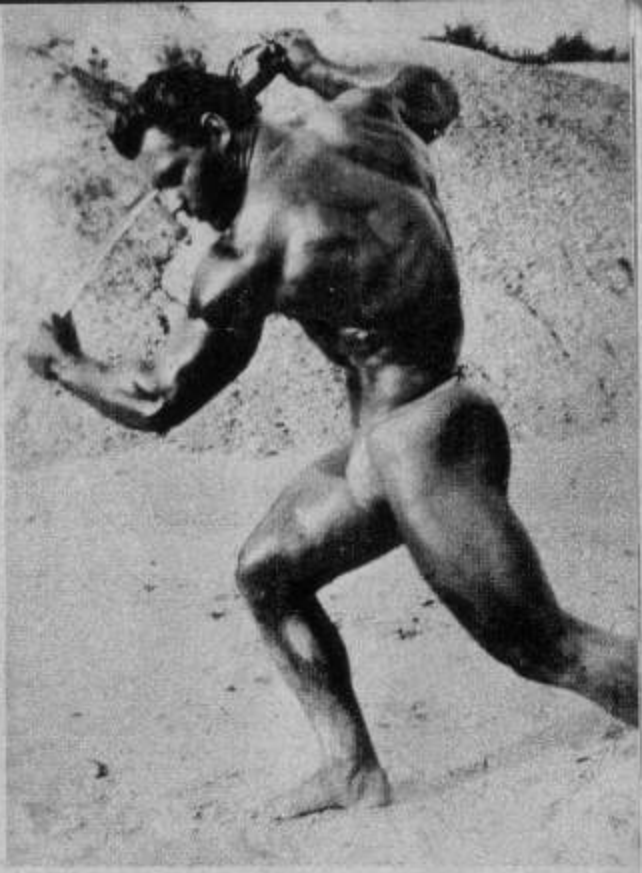


"to chart my life with crystal ball and prophecy"



"to glimpse thee in all thy verdant majesty"

A teen-age John Grimek

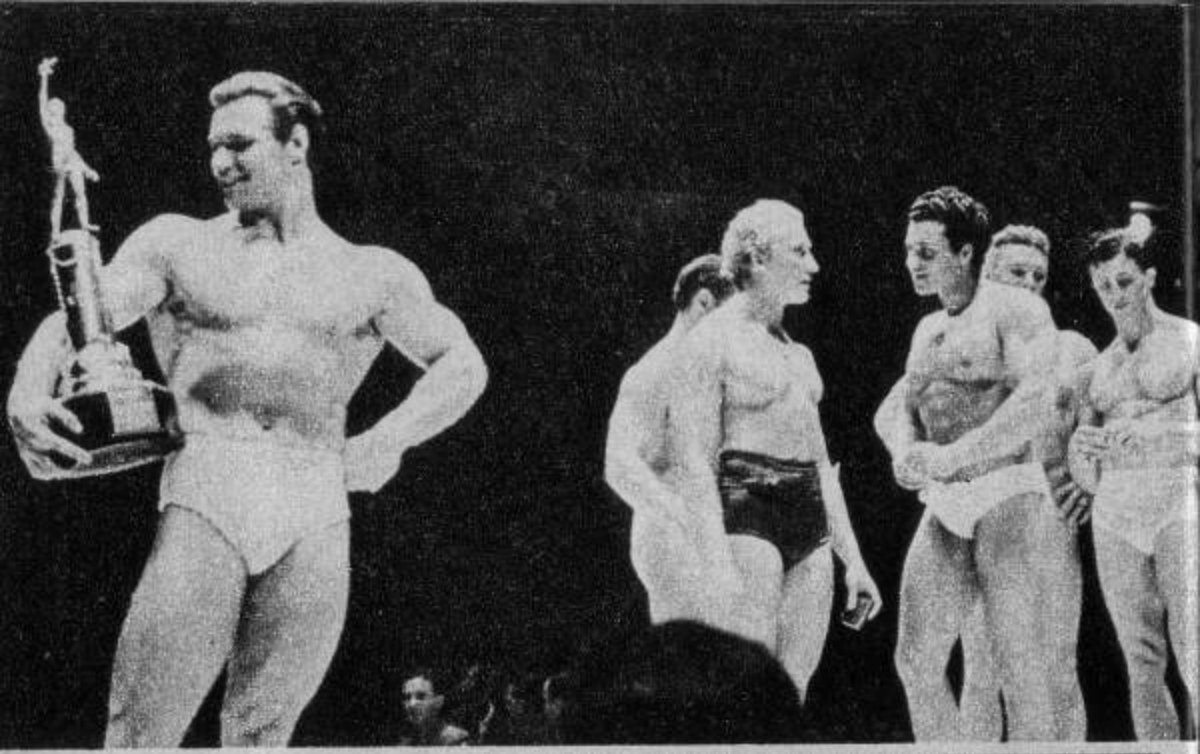


A modern Theseus at 25

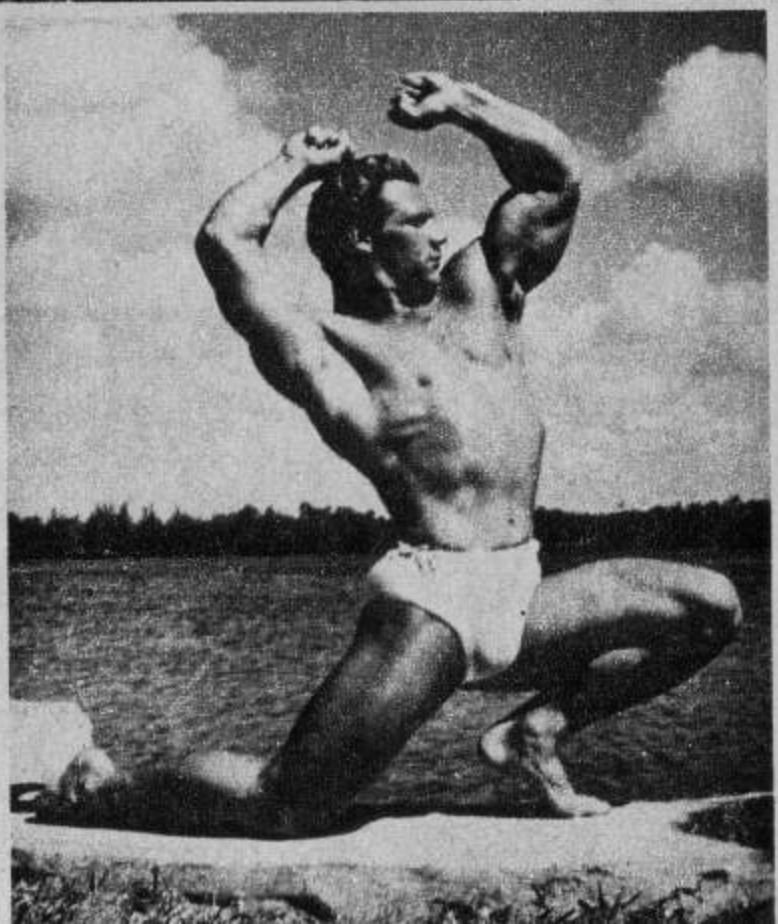
THE CHAMPION'S CHAMPION

There is an ancient adage which eloquently says . . . "Success speaks for itself!" Certainly in the case of the subject of our story words are virtually meaningless, for John Grimek is so universally known through his many magnificent photographs, and through his countless personal appearances, that any adolescent schoolboy could recognize him in an instant, and accurately recount the legends of his phenomenal success. (*Continued on page* 58)

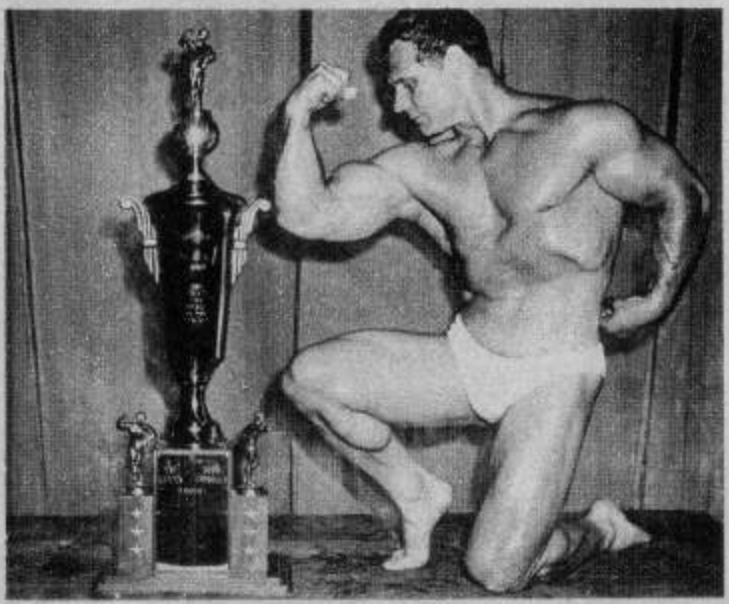
Our Second Mr. America



Rippling Muscles Rippling Waters

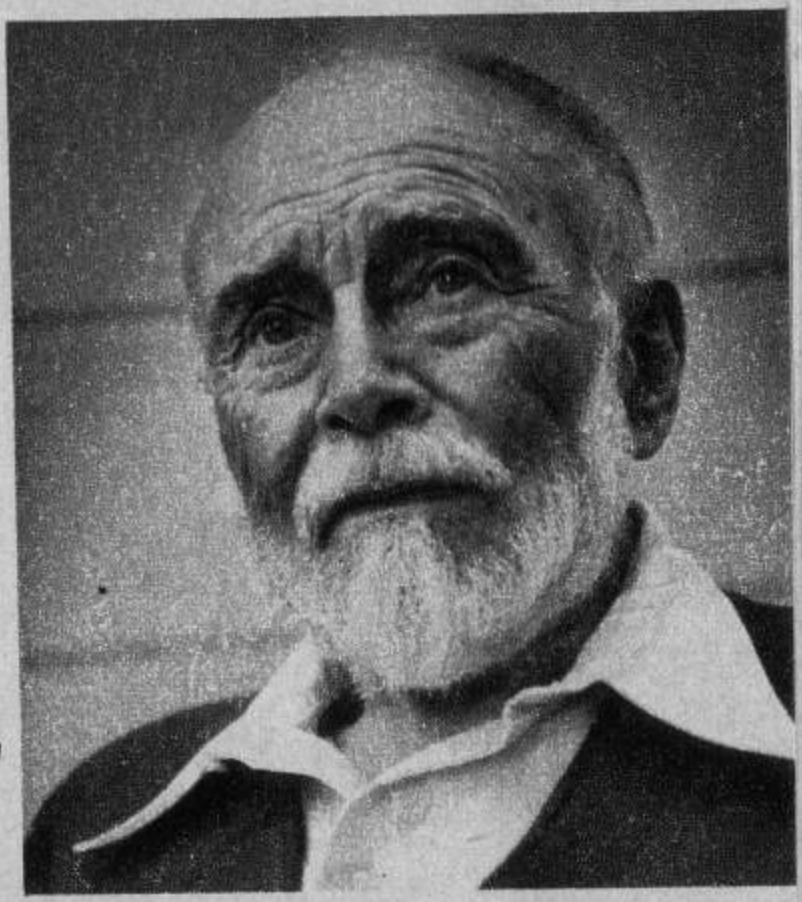


To the victor a handclasp



The inspiration of today's youth

PROFESSEUR
EDMOND DESBONNET
by Arax
A true and valiant leader



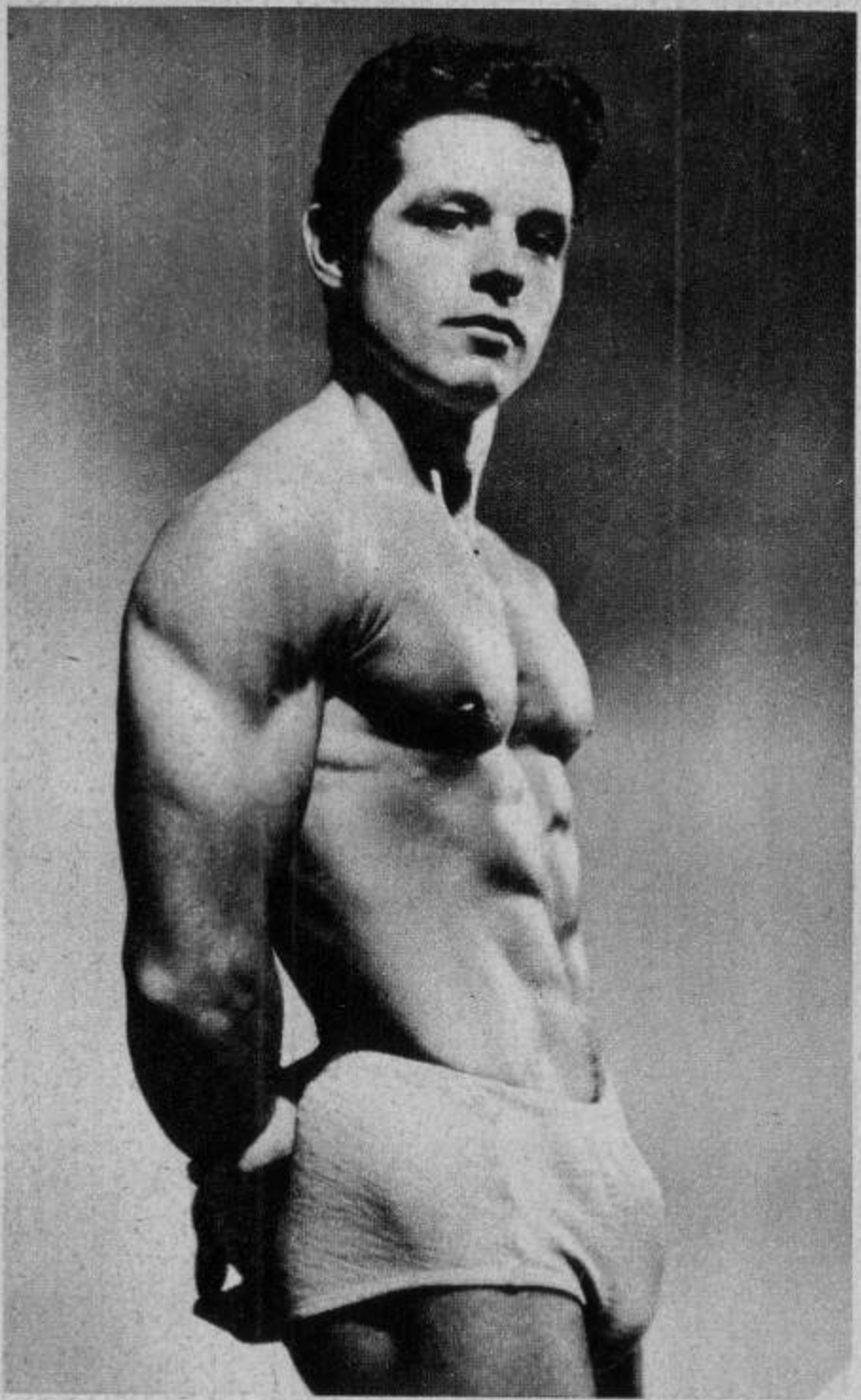
A LA FRANCAISE

As progenitors of the Latin physique type the French bodybuilding world lost a valued friend and mentor in the death of Professeur Edmond Desbonnet on June 26, 1953. As a tribute to this kindly man, and in appreciation of his long and tireless service to the youth of France, and Belgium, THE BODY BEAUTIFUL in this issue presents a special section devoted to the athletes of these two great countries.

One of the good friends of the Weider Publications who epitomizes the classically flowing lines of the mature French bodybuilder is Juan Ferrero of Bordeaux.

More familiar to American shores, by reason of his wrestling activities, is Andre Drapp, a former Mr. Europe, who is noted not only for his wrestling, and his fine physique but for his noble and handsome head.

One of the younger of the French bodybuilders is Pierre Bertin, 19 years of age, and a pupil of Professeur Guy Broquerie. In common with the other French athletes special emphasis has been placed on the development of his abdominal muscles. (*Continued on page* 57)

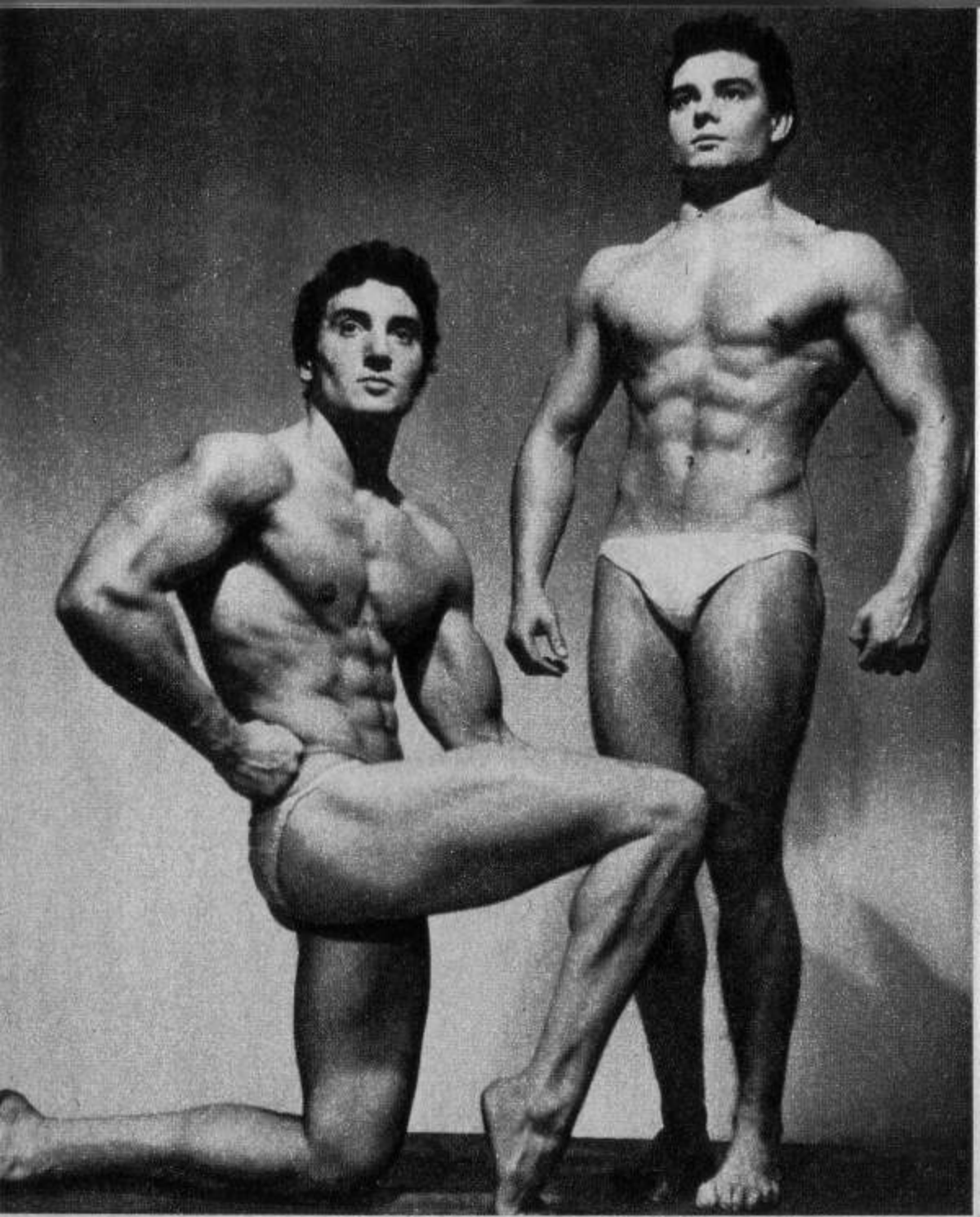


PIERRE BERTIN by Arax

Superior abdominal musculature

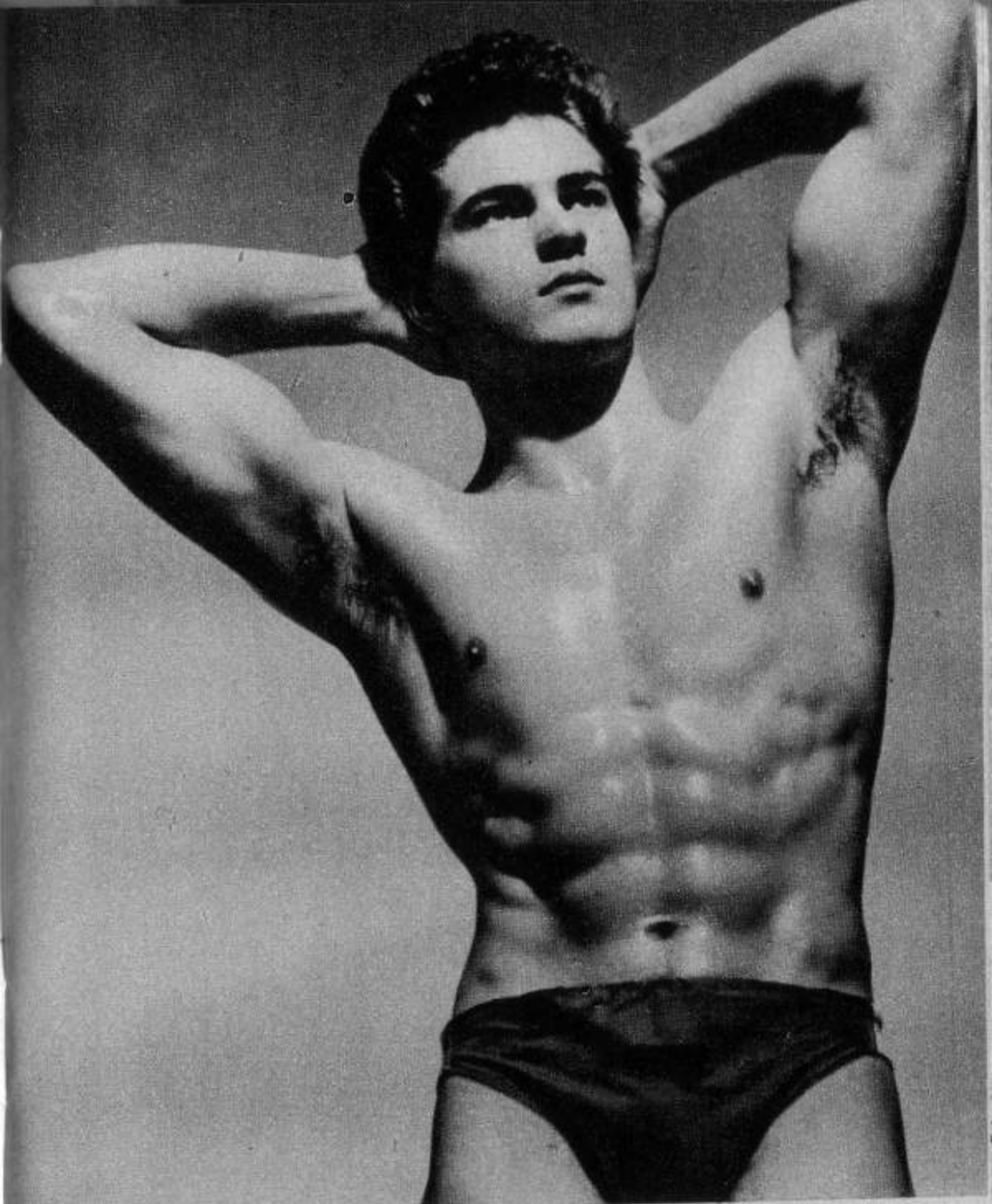
JUAN FERRERO by Lanza

The epitome of classic elegance



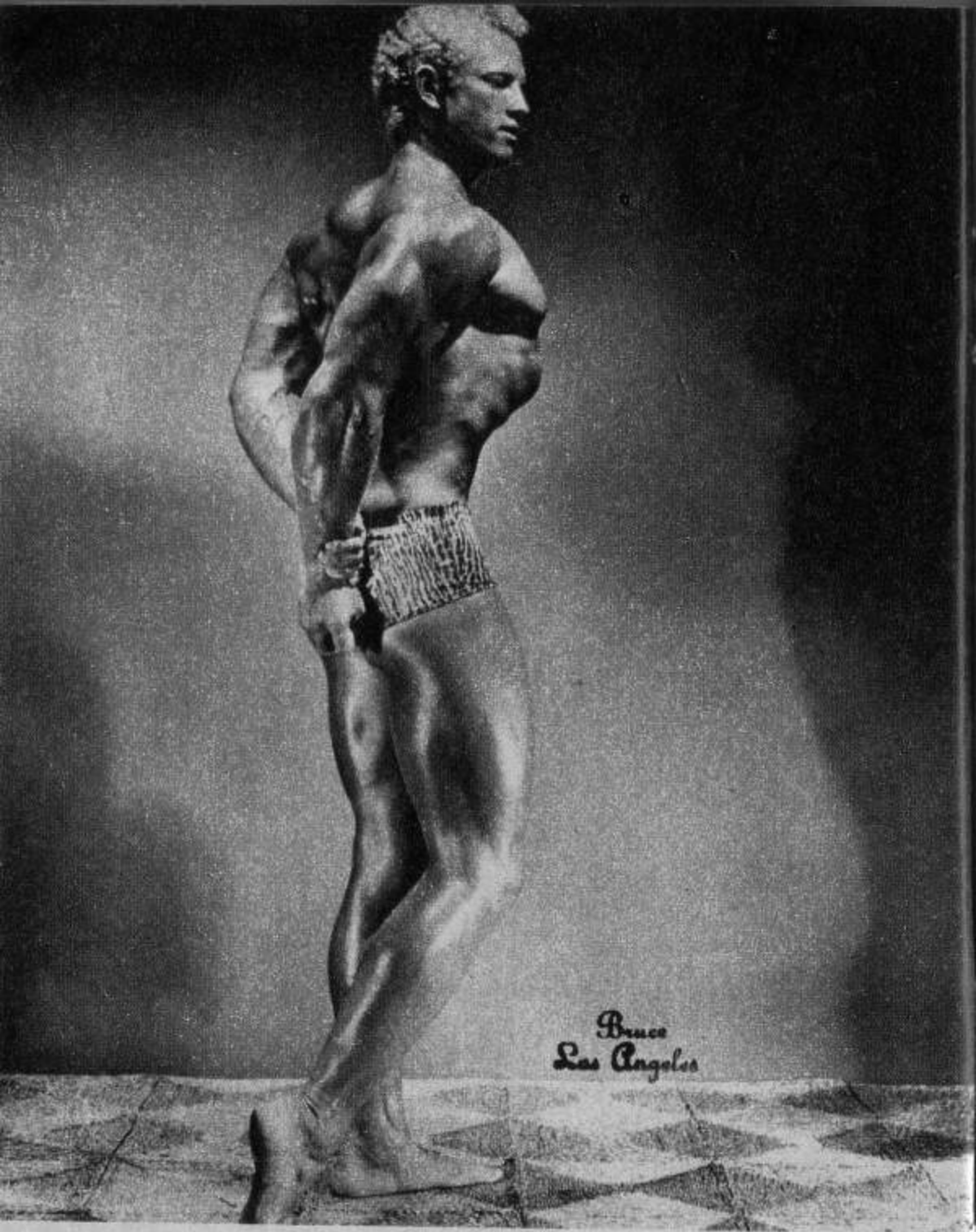
YAN LARVOR and JEAN MILLET Arax

Two young Parisian bodybuilders



FRANCOIS TESTARD Arax

The dewy freshness of youth



HIS CHEST IS A VAST POWERHOUSE Bruce

HENRY LENZ

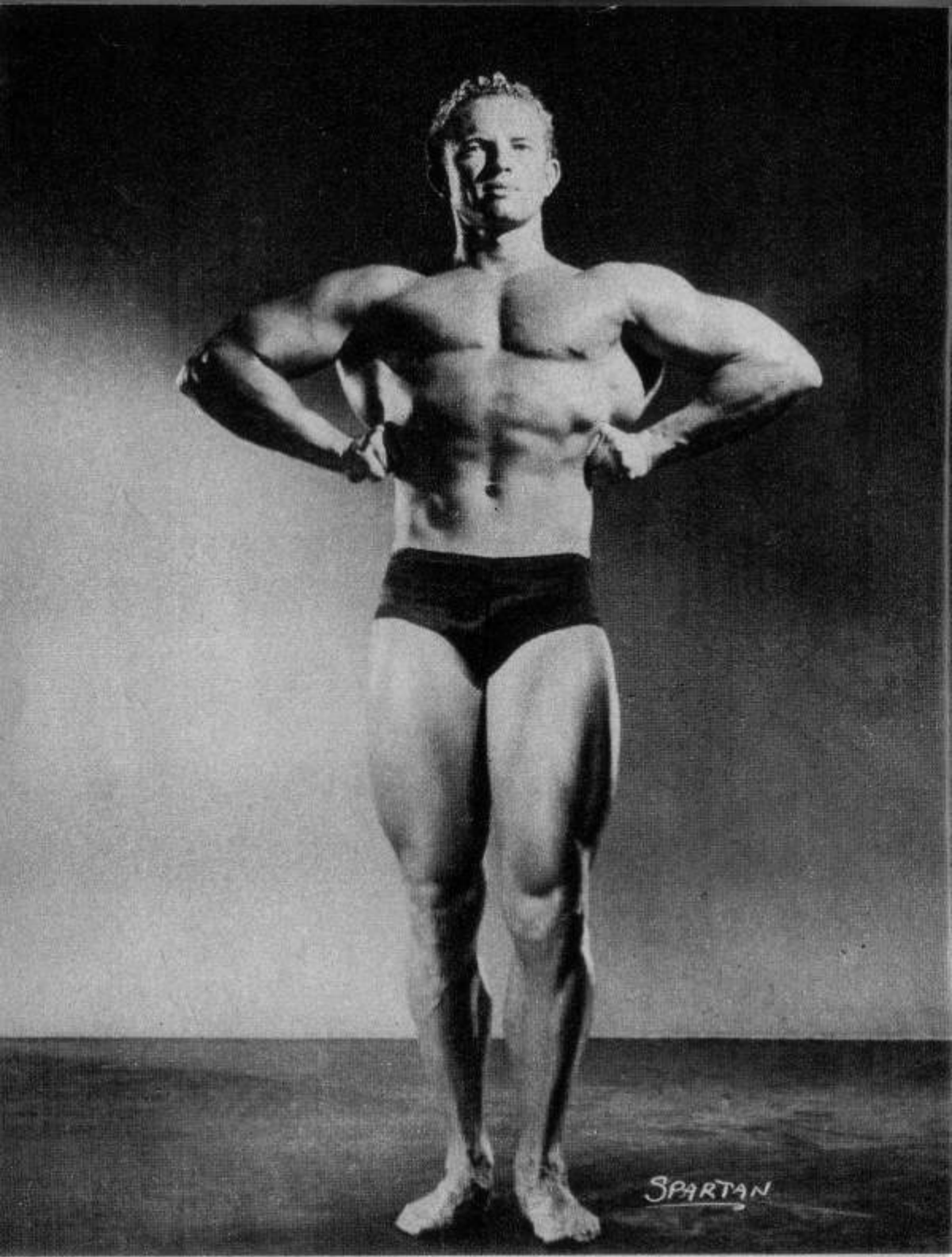
by Spartan

THE EYES OF TEXAS ARE UPON HIM

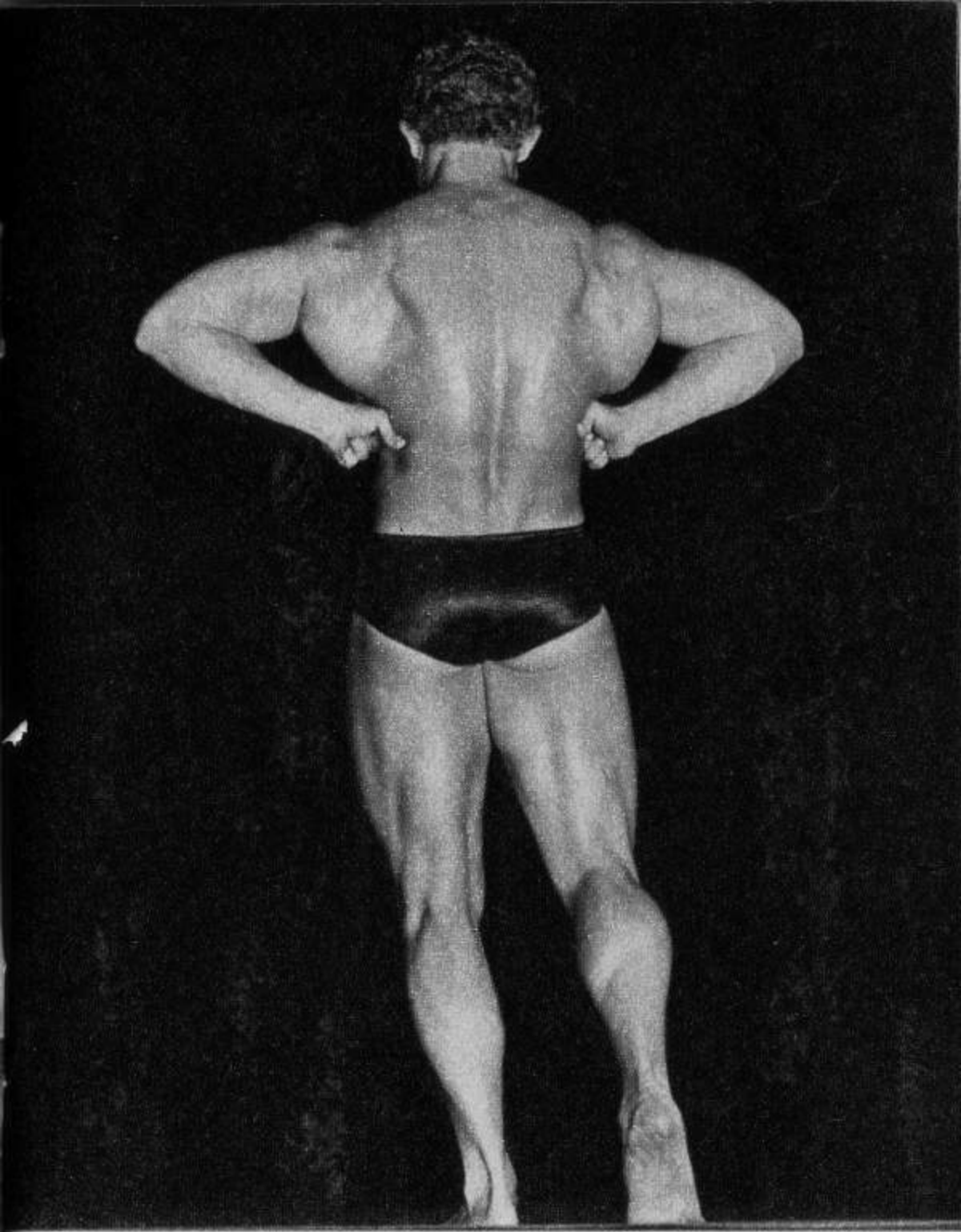
Henry Lenz is from San Antonio, and San Antonio is in a state called Texas, and when you're in Texas you're in heaven, suh! Texas 's got evvuhthing! It's got oil wells, and pretty girls, and oil wells, and long-horn cattle, and oil wells and money . . . money . . . money! Leastwise it's got all the millionaires, that's for darn sure!! In Henry's case, Texas would seem to have a corner on muscles too.

Having won just about every contest in San Antone and the Lone Star State, Henry pressed onward to California where he proceeded to repeat this victory campaign until he got just a little bored with it and took up wrestling . . .

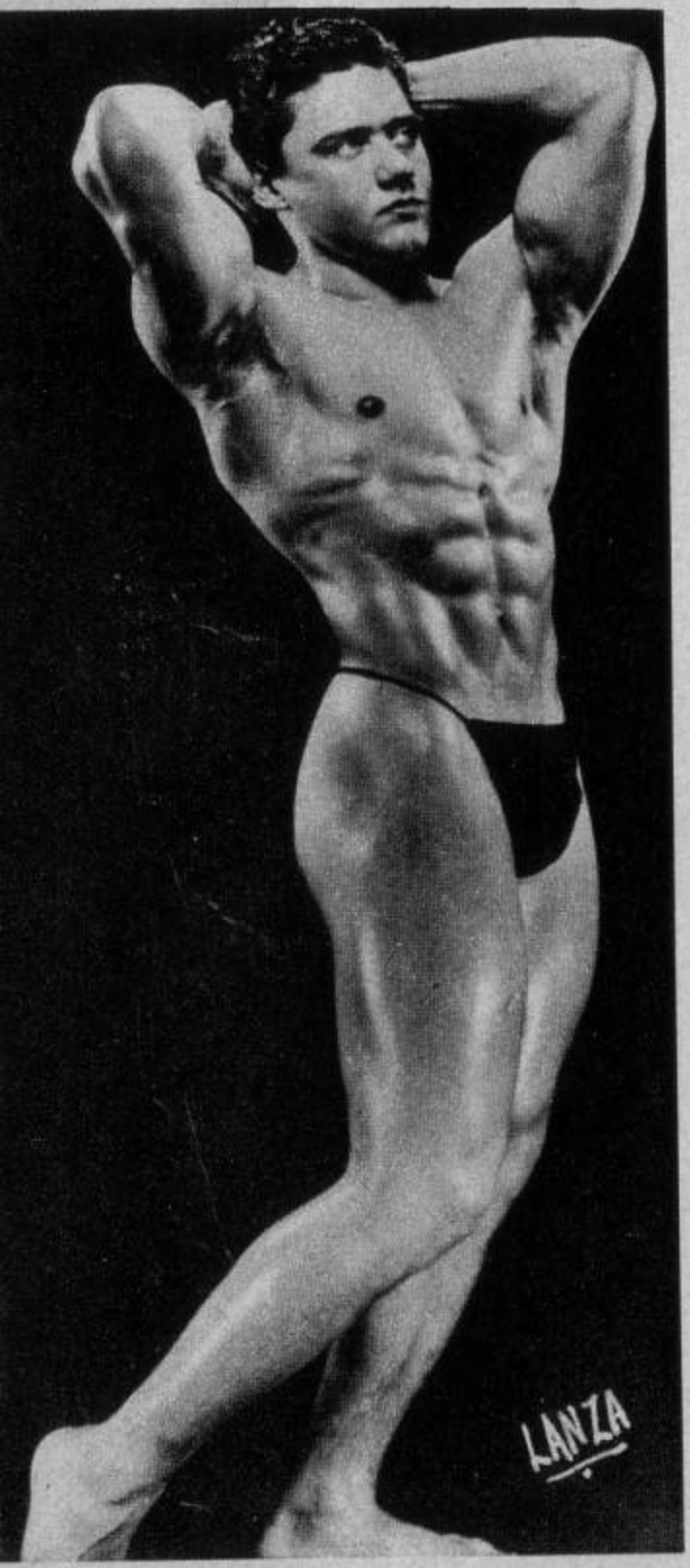
(*Continued on page* 50)



SHOULDERS FROM MAINE TO CALIFORNIA Spartan



THE MAJESTY OF A TITANIC BACK Bruce



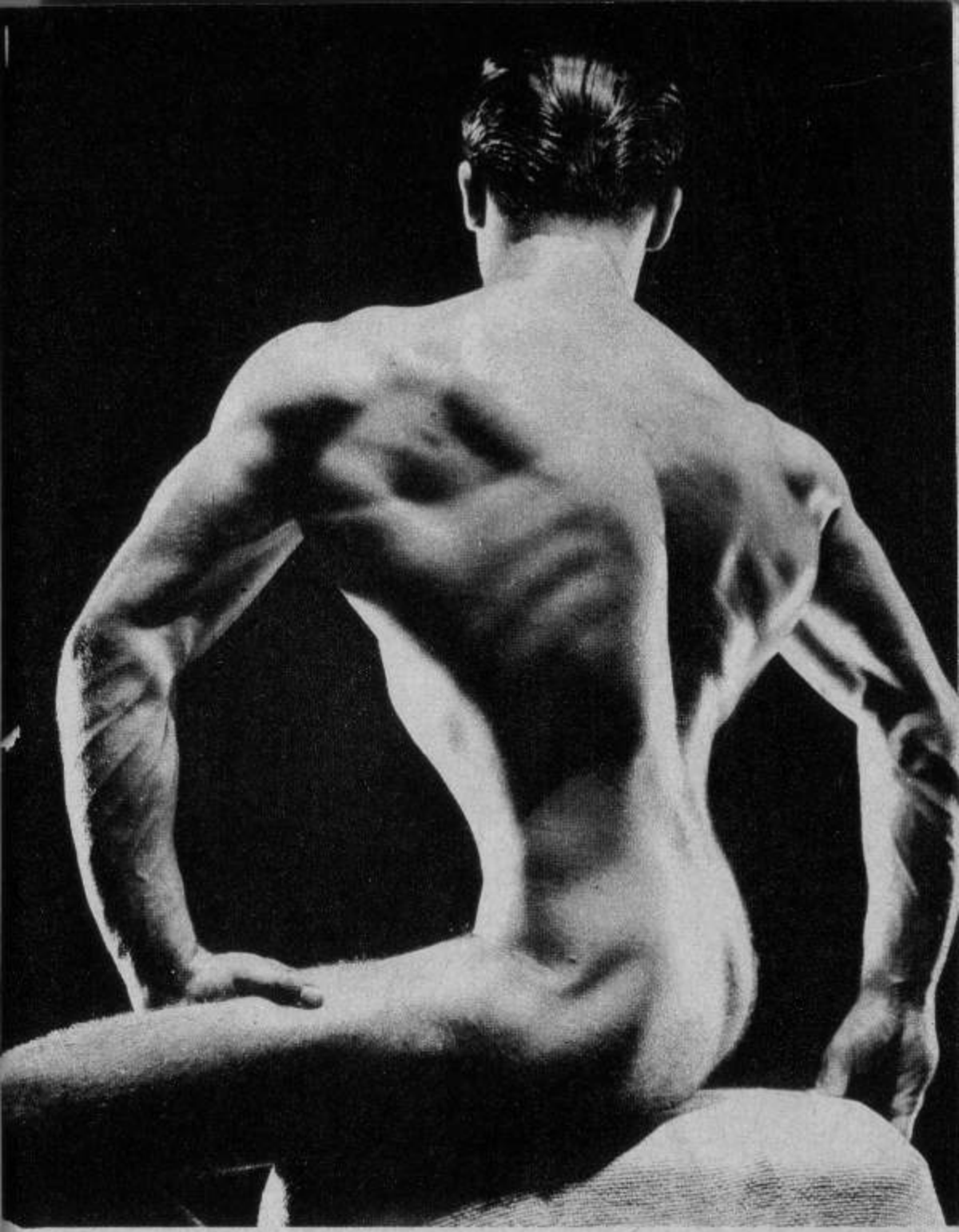
ROBERT ROY by Lanza
Popular Canadian Winner of many contests

NEW STARS OVER THE HORIZON

This month THE BODY BEAUTIFUL salutes 6 rising young bodybuilders. In the case of most of these men it has been a genuine pleasure to watch their progress, by photography, and to see them emerge from happy adolescence into sturdy manhood.

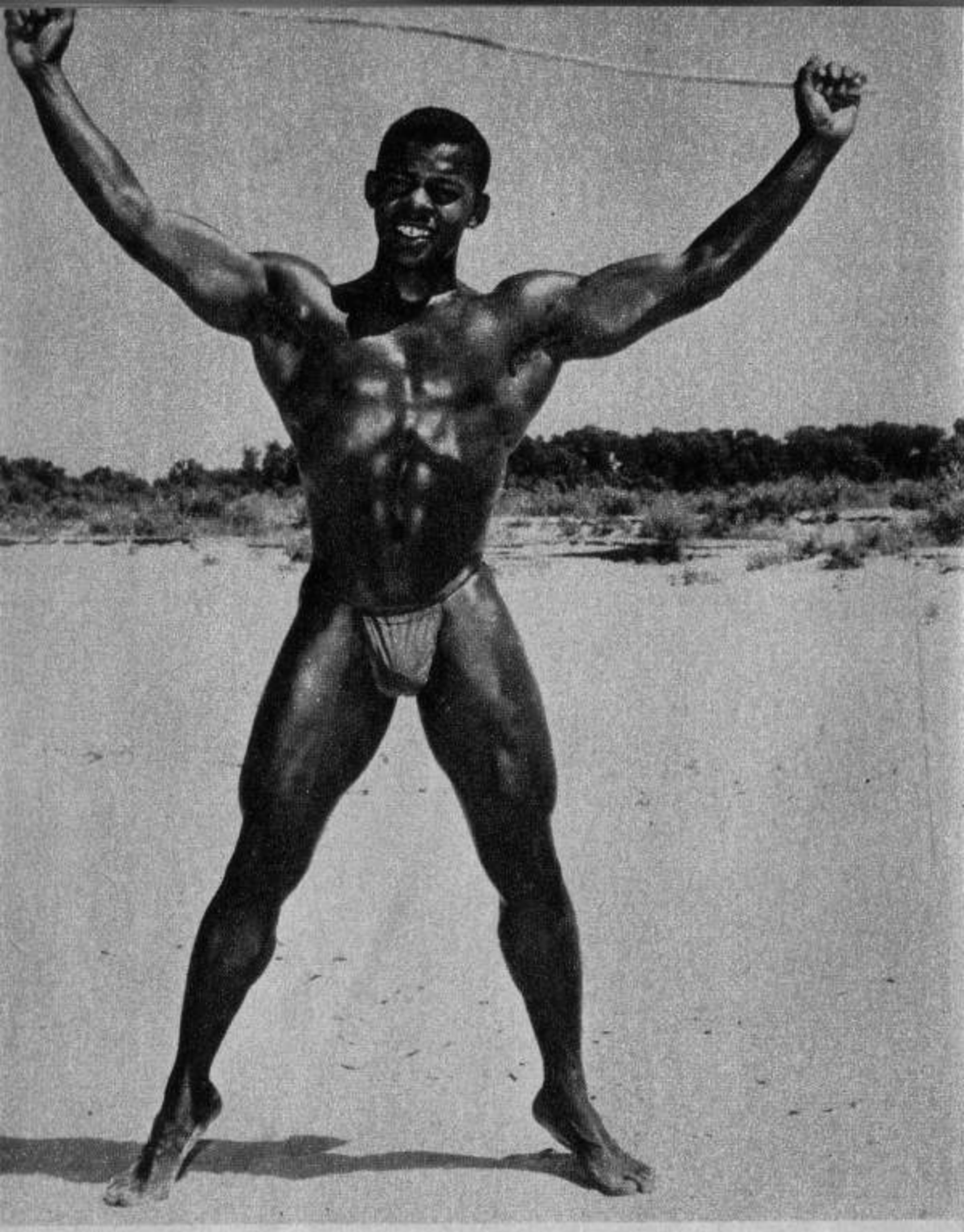
Our stars this month come from Canada and from widely separated states here in this country. Some of them are products of home gymnasium training, some of them were developed in the many fine barbell gymnasia that flourish from coast to coast. But whatever their state allegiance, or racial heritage, or their method of training, they all have the look of champions.

Such men are the inspiration on which other men thrive . . . they are our best bet for the future. Hats off to the youth of today . . . our strength of tomorrow!!



KEN DOCTER

A wonderfully strong and symmetrical back

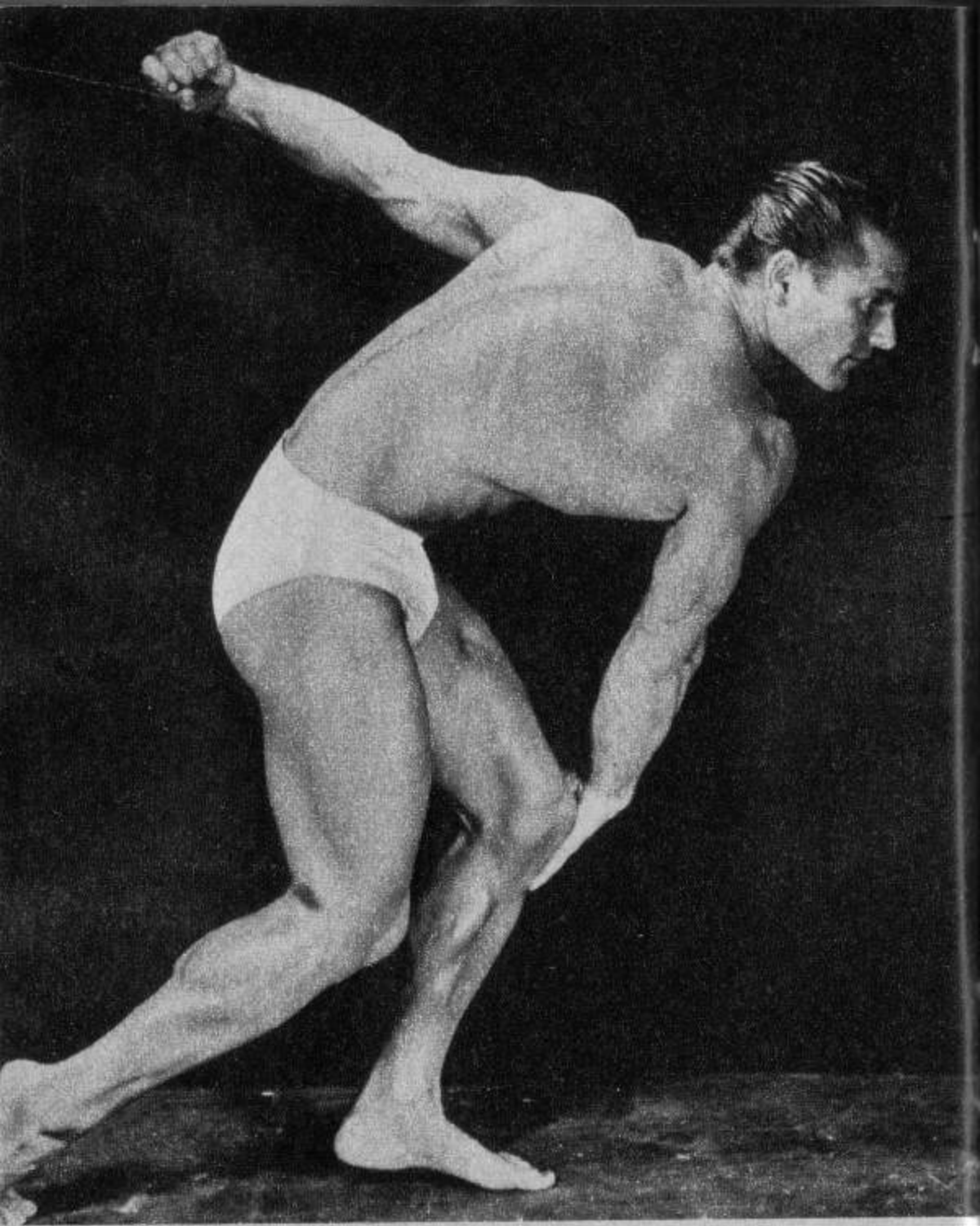


MONROE HUEL by Bruce

A quality of steel-like lithesomeness

HOWARD BRODSKY
by Lon
Massive musculature—
dynamic symmetry

BOB SCHWARTZ
Athletic Model Guild
A difficult pose
well-sustained



JIM KRZYNARICH by Spectrum

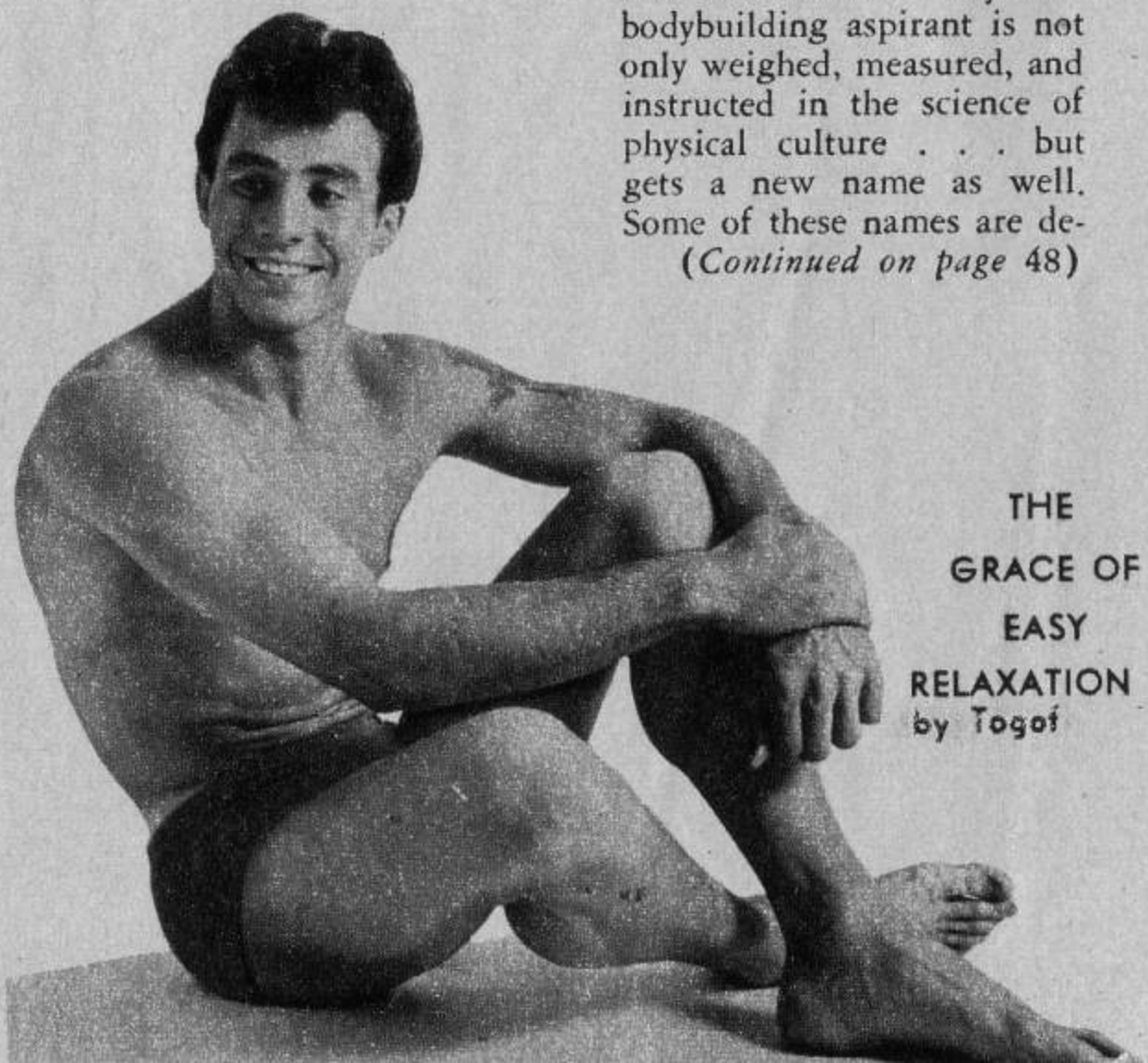
A former Mr. Ohio who hails from Canton

THE MADCAP OF A MAD CAMP

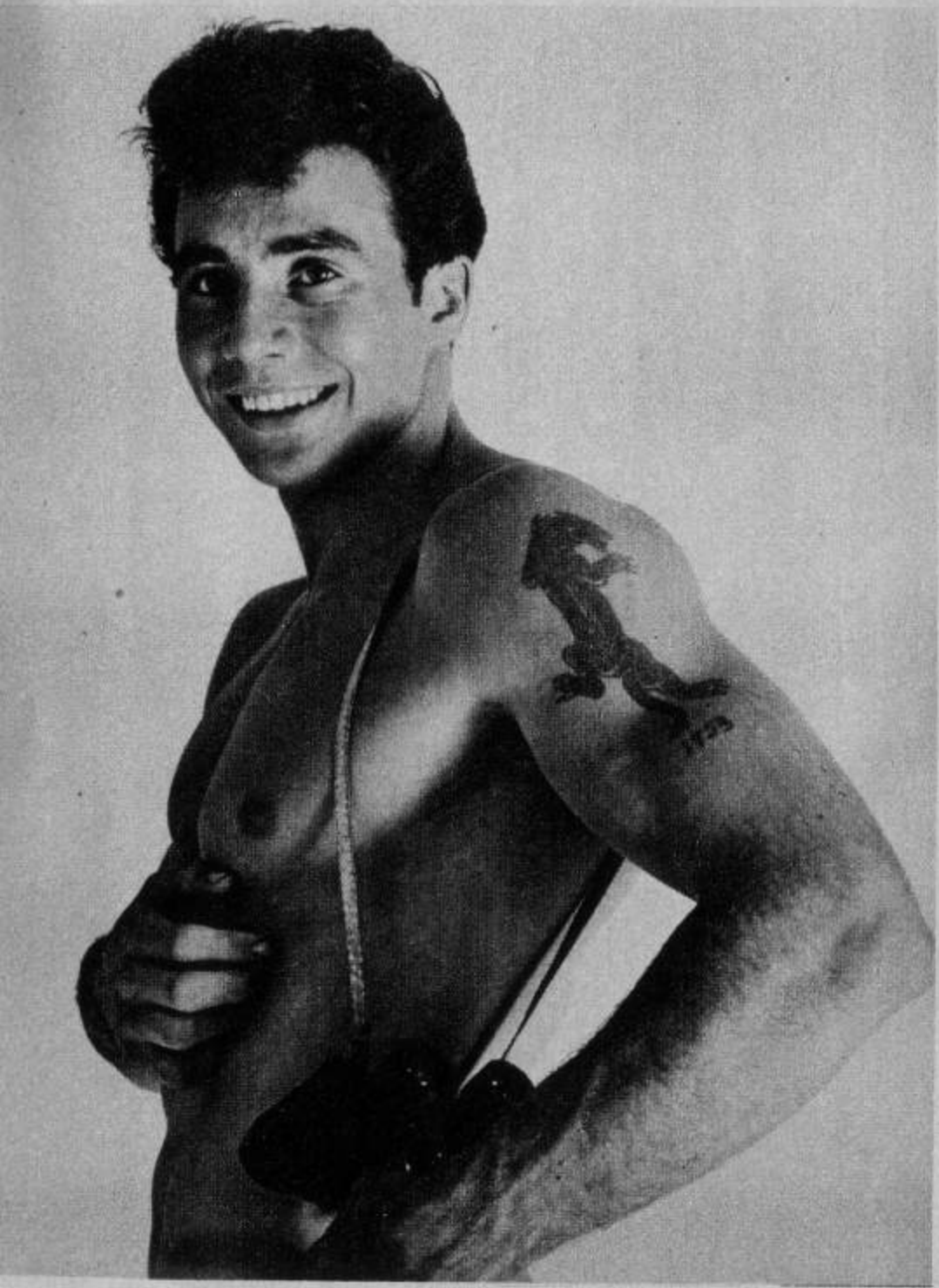
The casual visitor strolling into Abe Goldberg's Mad Muscle Manufactory would be puzzled by the oddity of the names by which its denizens are known. No one ever hears such apple-cheeked American titles as Fred, Jim, Bob, or Joe . . . heavens no!

The fact is that there are so many Freds, Jims, Bobs, and Joes, that their names and personalities become confused, and are lost in the battle for bulging biceps. And so it is that every new bodybuilding aspirant is not only weighed, measured, and instructed in the science of physical culture . . . but gets a new name as well. Some of these names are de-

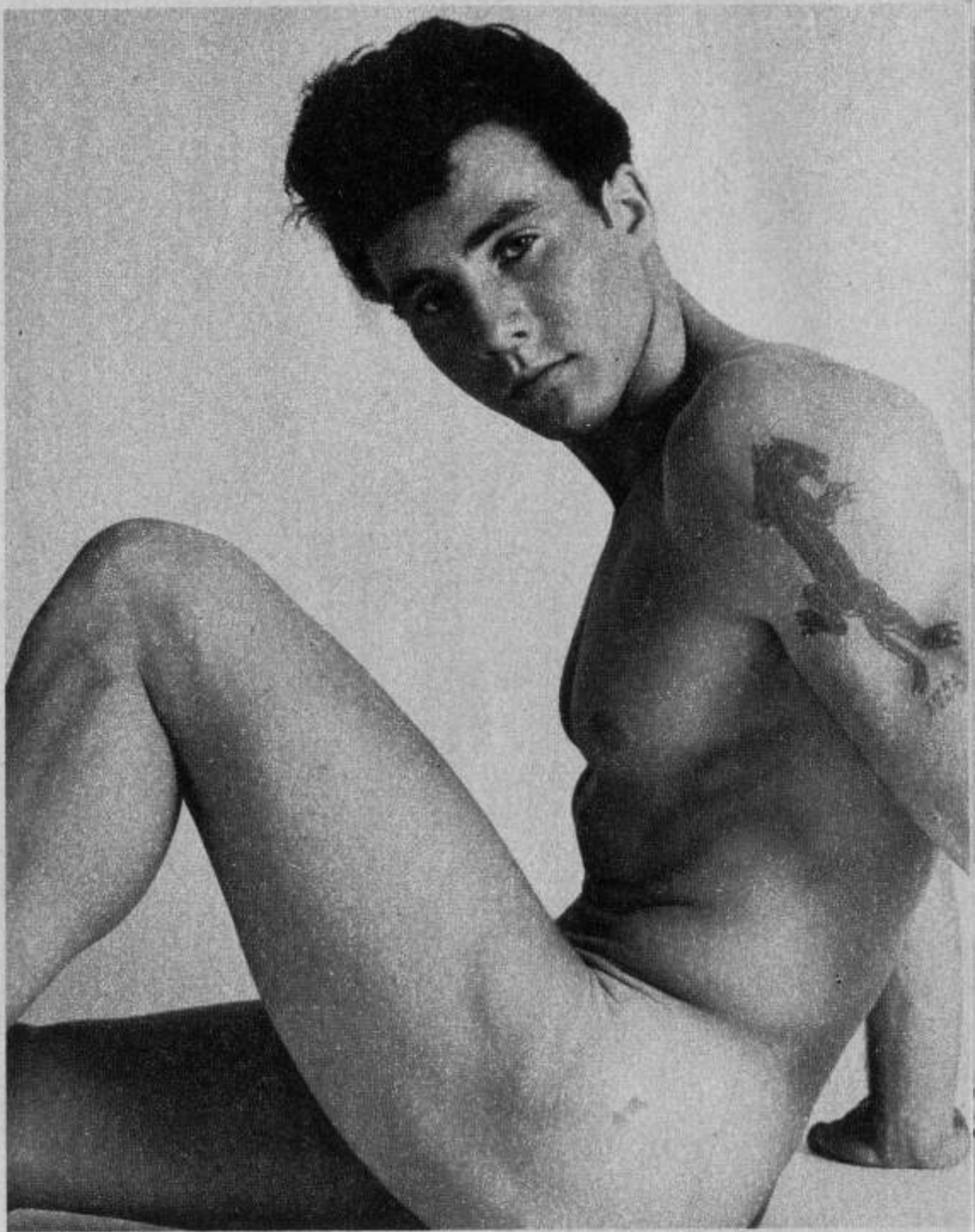
(*Continued on page* 48)



THE GRACE OF EASY RELAXATION
by Togoi

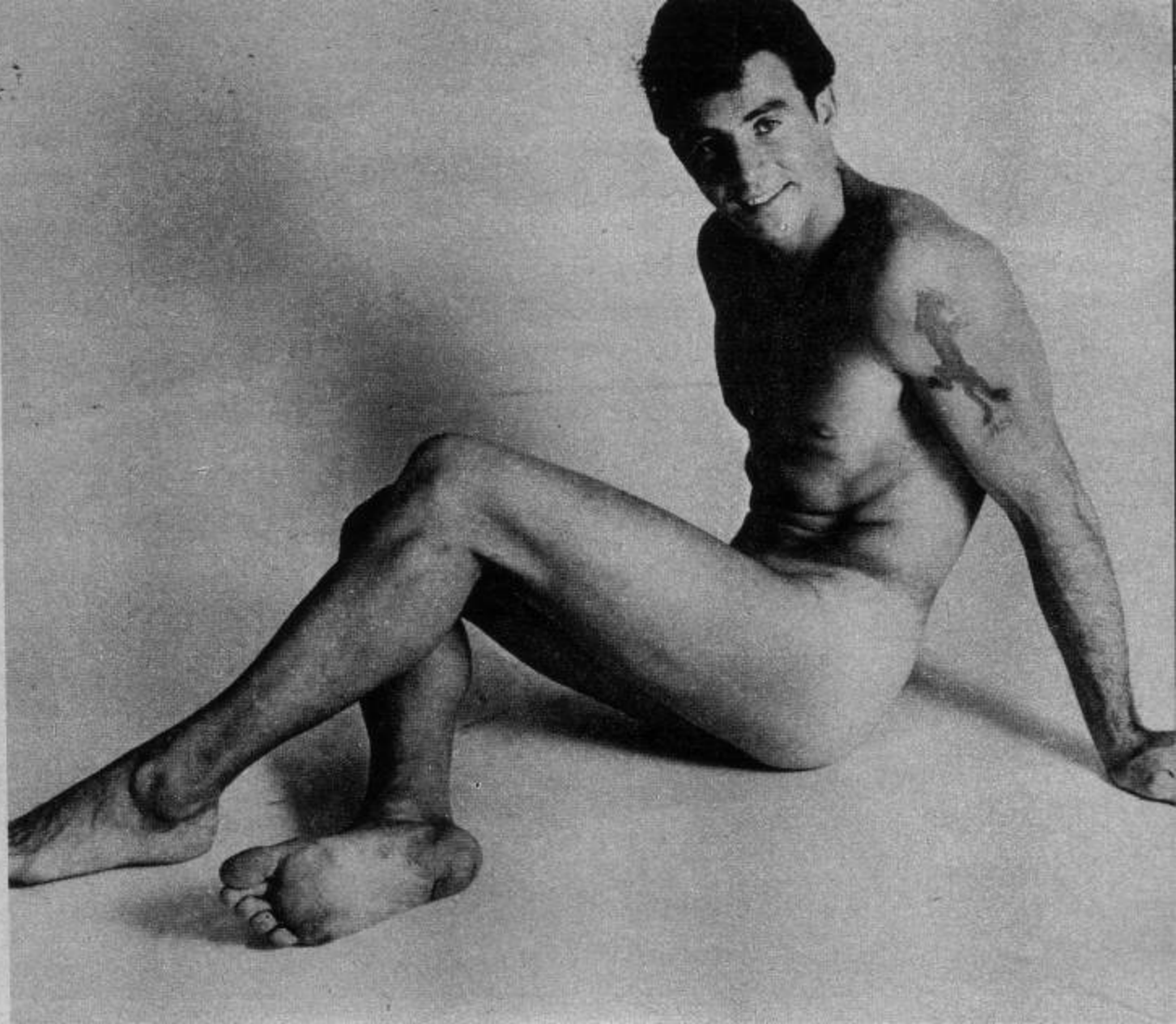


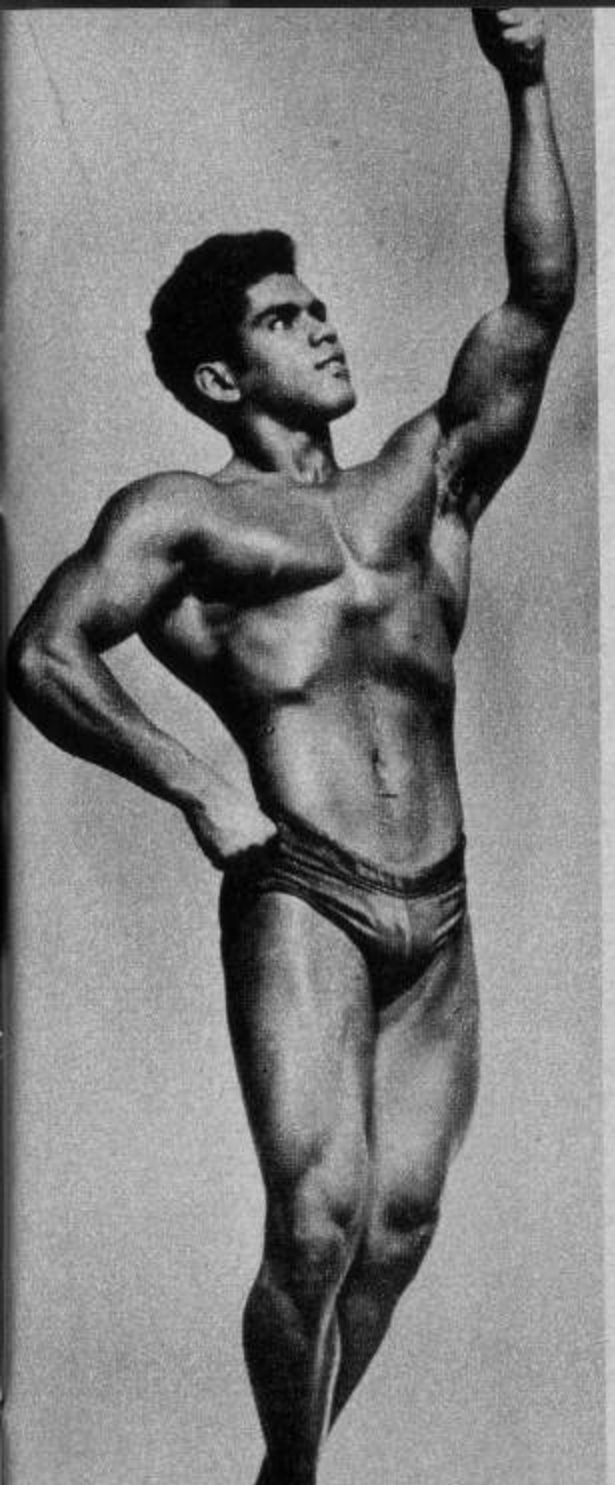
A FUTURE MR. AMERICA?



JIM IN A QUIESCENT MOOD

JIM
DONOVAN
by Togof
A bit of the ould Irish is Jim





A pose of youthful poise and purpose
Photos by Gebbe

OH!
for the life of a sailor

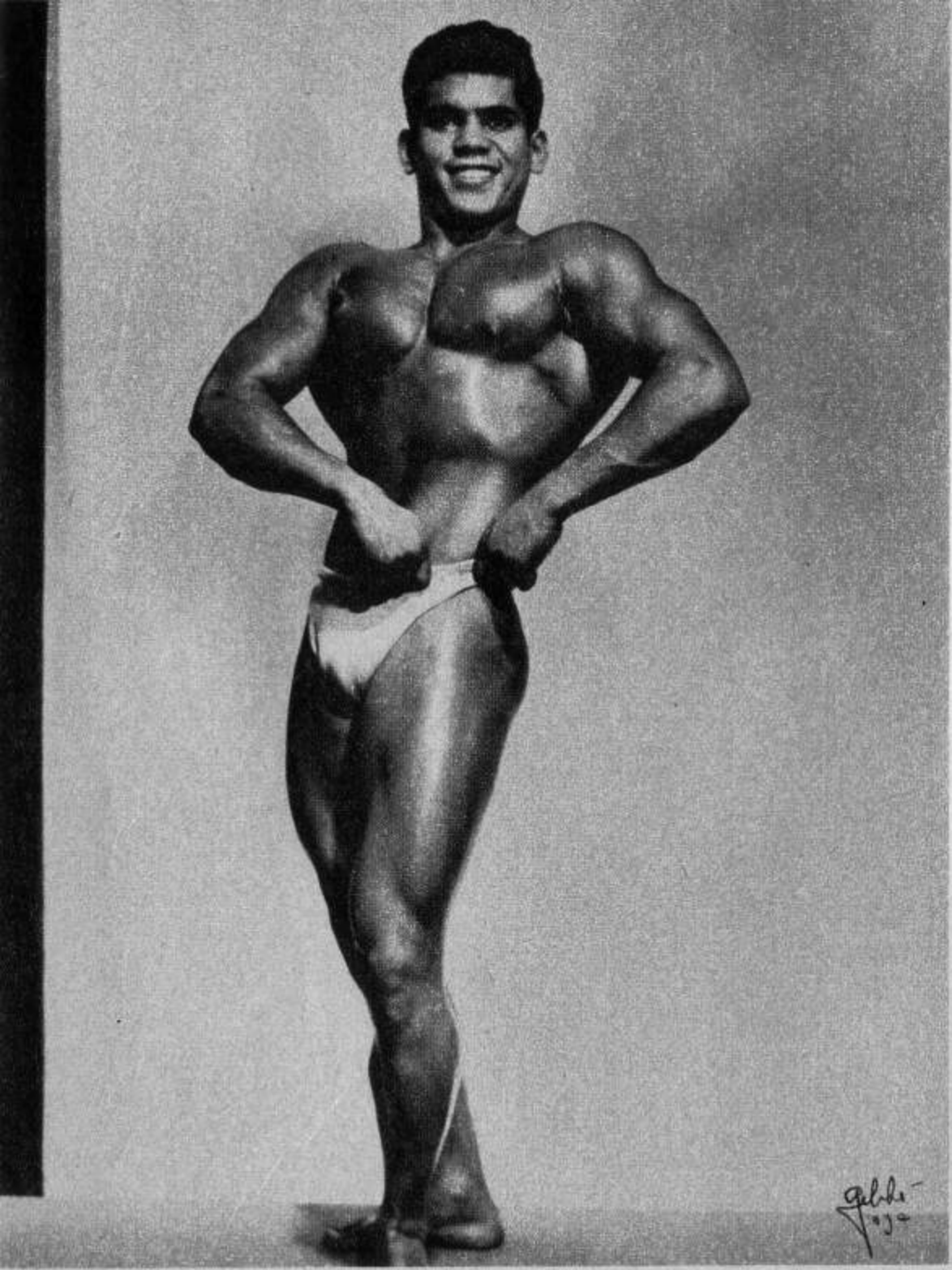
When a bodybuilder sends us his photographs for publication he generally includes a letter outlining his before and after measurements, his training program, and the poundages he uses in his various exercises. He tells us of his hobbies, his design for living, and his hopes and dreams for the future. From this usually voluminous information we select that data which we feel will be of the greatest general appeal.

However, in the case of Rusty Meyer, never has any one told us so little and so modestly of himself. Of the four photographs which are shown here, one of them disclosed this short, short-story.

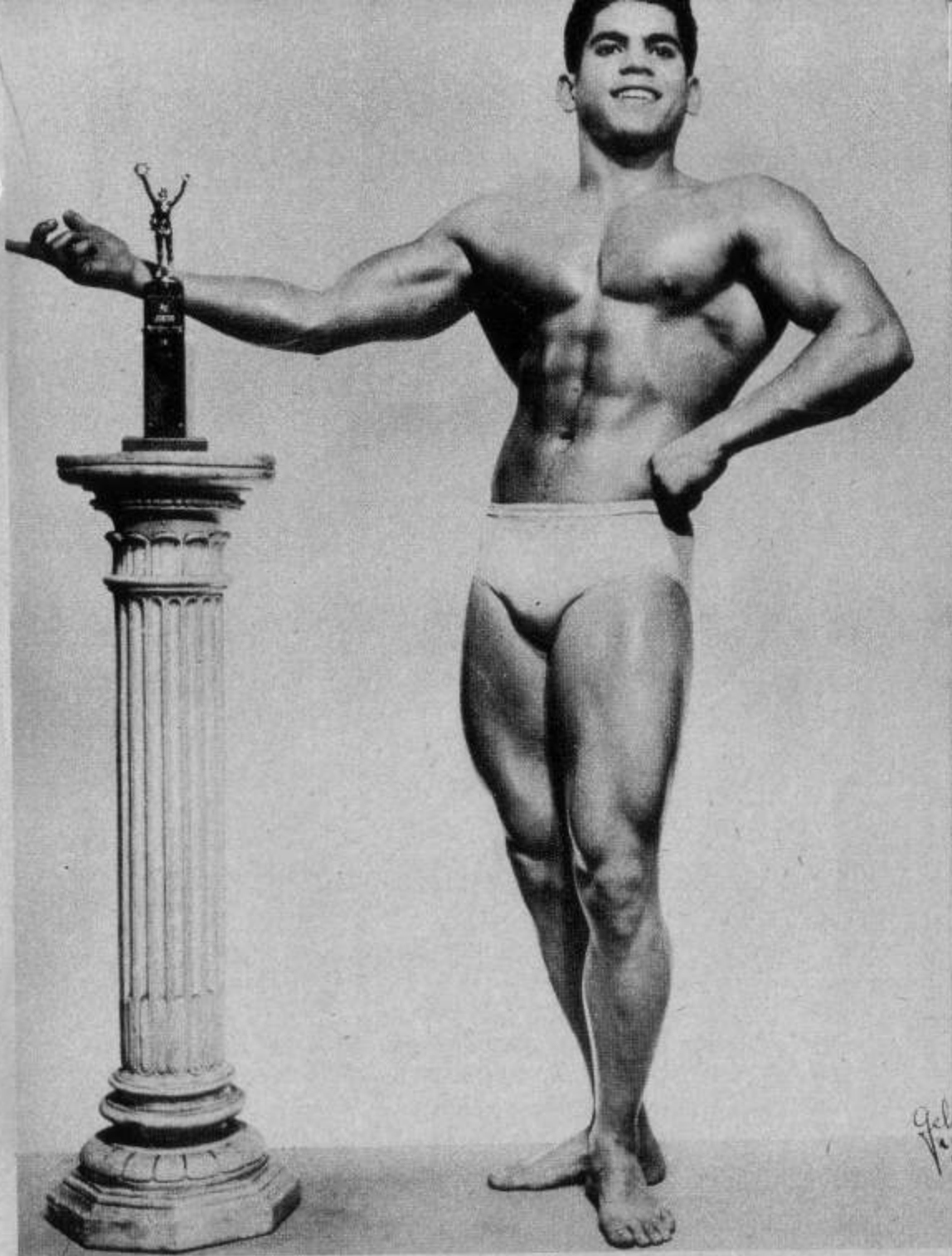
RUSTY MEYER

Weightlifter. Has placed second in the Junior Metropolitan Meet. Very fond of all sports. Hope to be wear-

(*Continued on page* 44)

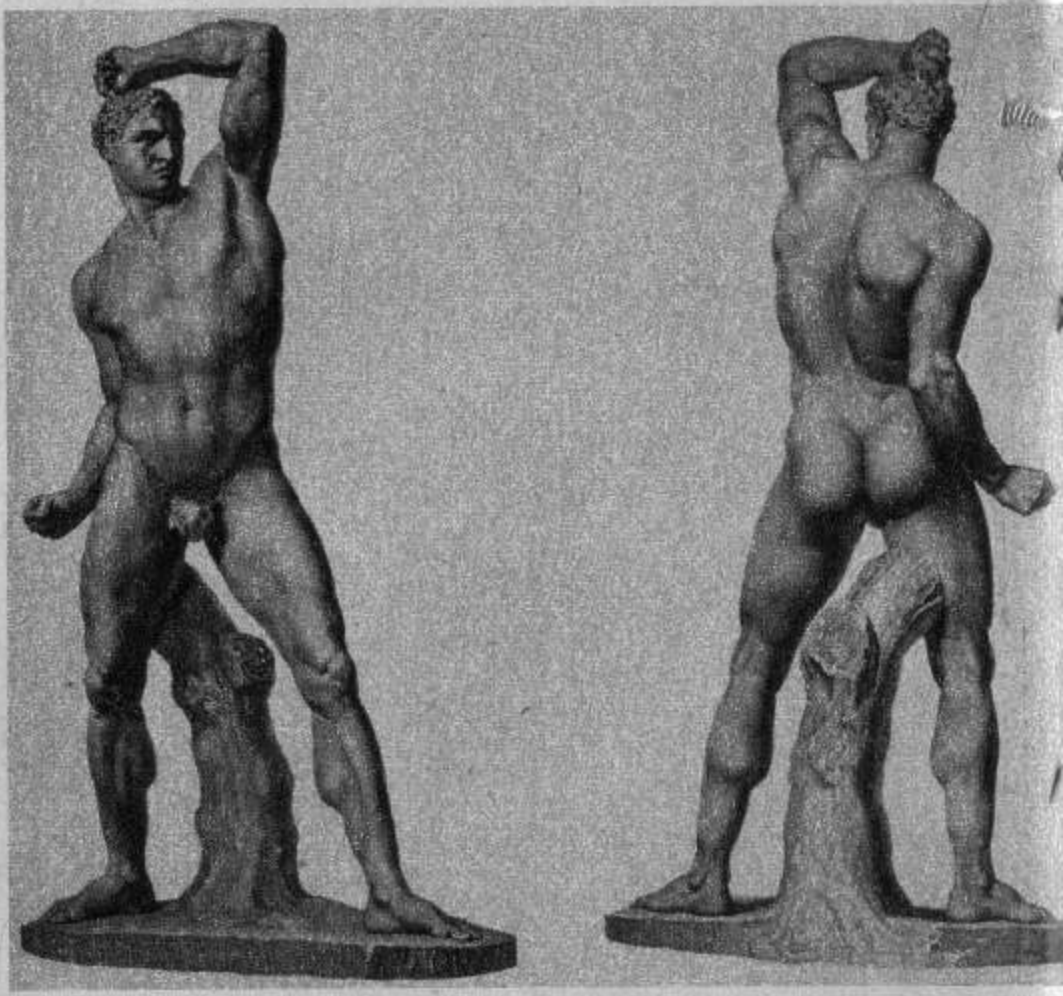


Flowing grace--chiselled musculature



A magnificent width of chest

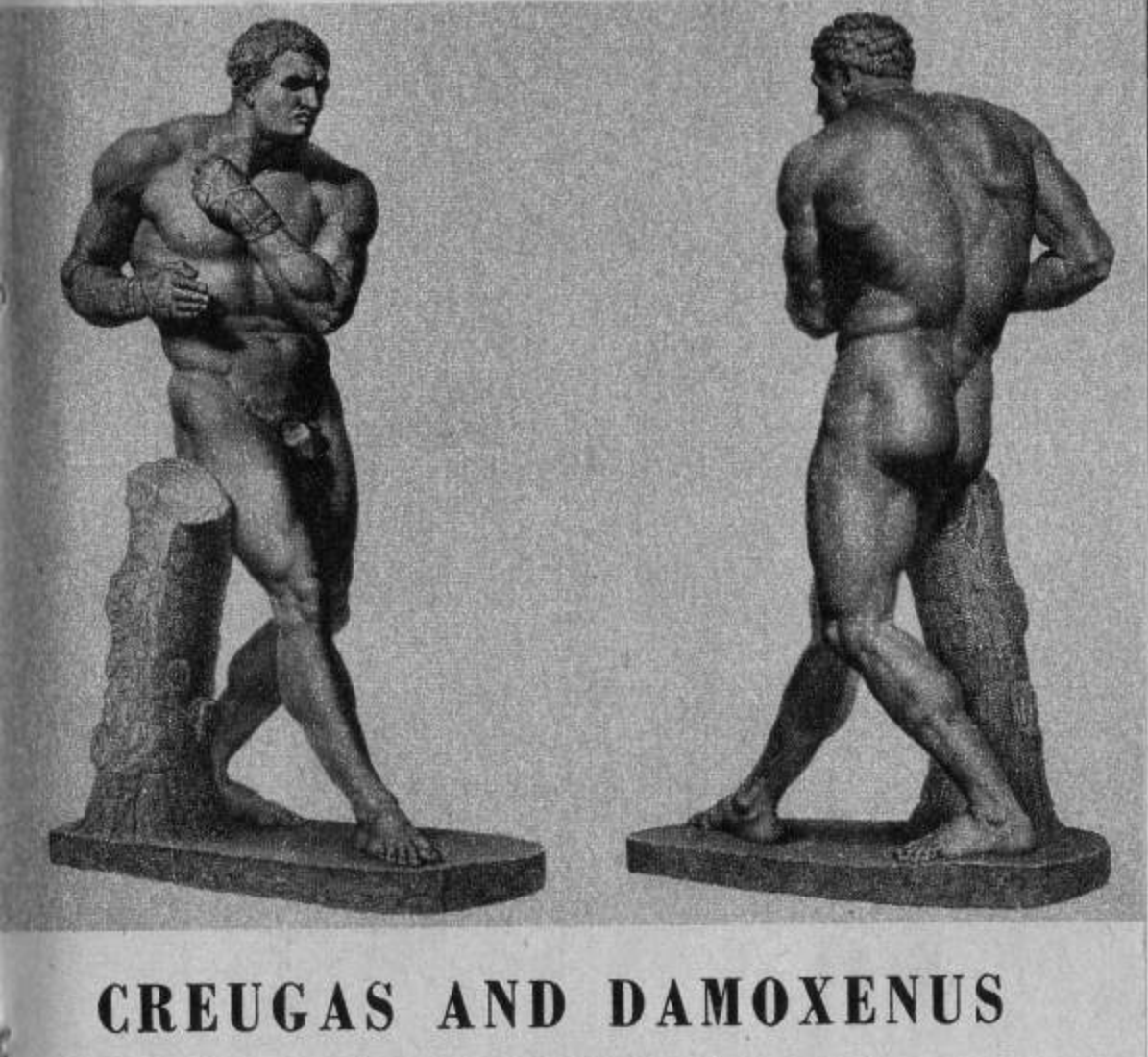
Creugas



THE STORY OF

In all the annals of recorded historical art no battle has been distinguished by so much brutality as the duel between Creugas and Damoxenus.

These pugilists, of remarkable strength and courage, were competing in the Nemean Games, their hands reinforced by heavy leather thongs in the usual custom. After many hours of violent combat with neither foe asking quarter, it was ordered that each combatant should alternately strike a blow to his antagonist and each re-



CREUGAS AND DAMOXENUS

ceive one in return, until a decision became evident.

Creugas won the toss for delivering the first blow and struck his adversary on the head, but without decisive result. Damoxenus remained unhurt.

Damoxenus, before returning the blow, required that his adversary place his left hand on his head. This being done, Damoxenus drove his mailed fist into the exposed side of Creugas, penetrating the intestines, and tore them reeking from his body. (*Continued on page* 54)

Debra Paget visits Fury

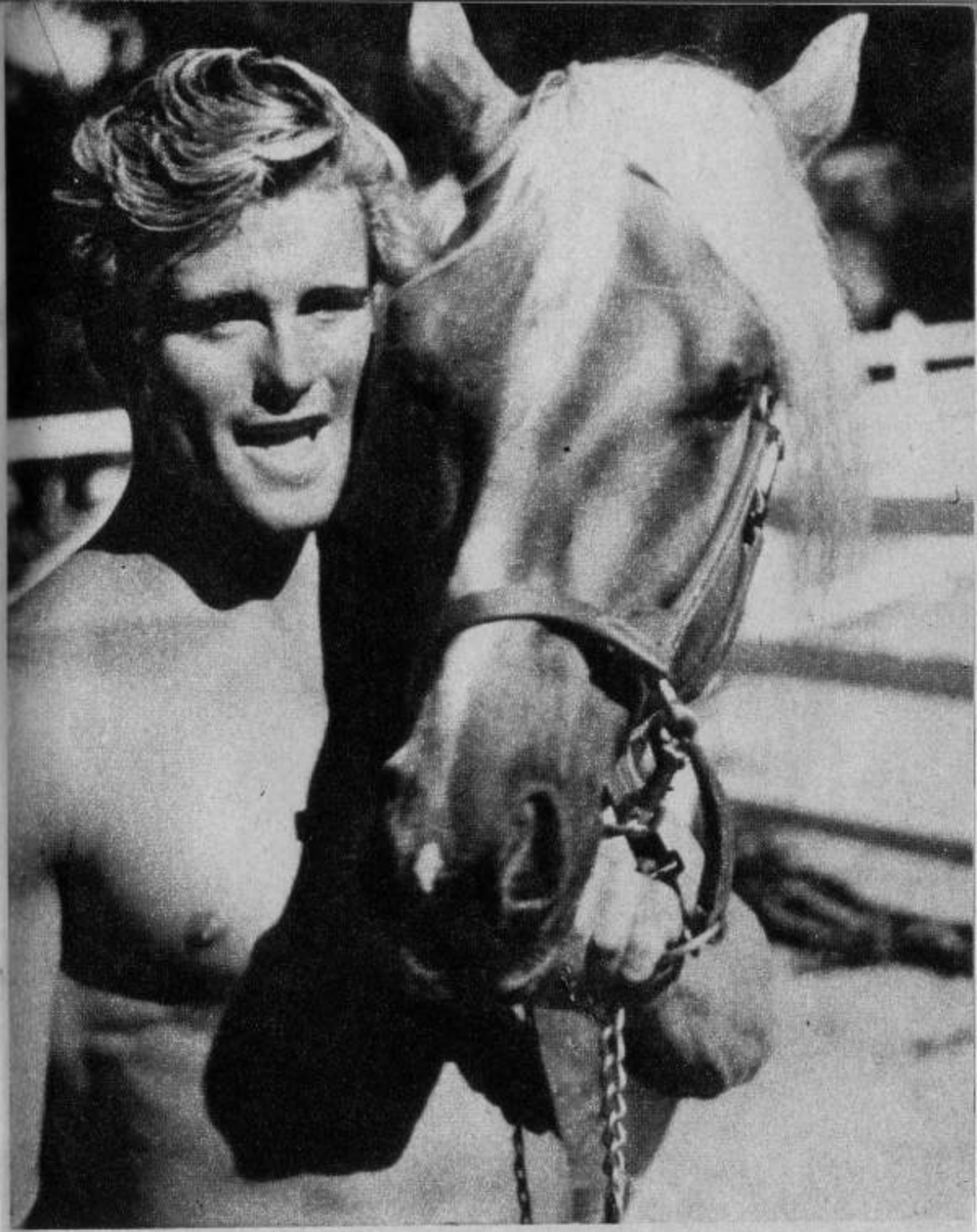
Fury with Susan Hayward

ED FURY... *new cinematic idol*

If you are a devotee of the double feature motion picture, you will undoubtedly see the star of this story almost any night you attend your neighborhood theater. Oh! it won't be a big stellar part . . . not just yet anyway, but give our boy time . . . he's on his way! In each succeeding picture he seems to have more and more to do as he is pushed further and further toward the foreground.

Here are just a few of the pictures in which he has

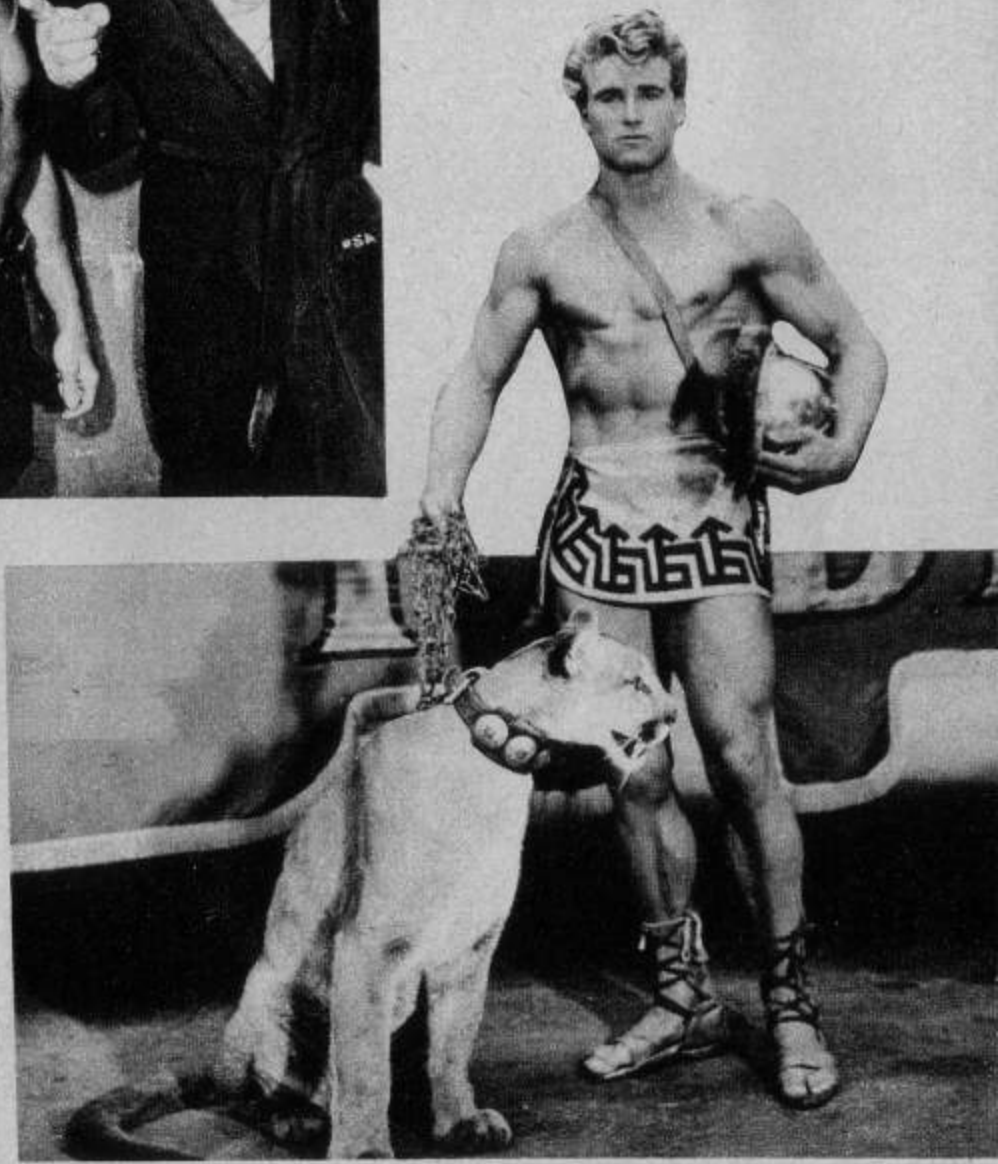
(*Continued on page* 53)



Fury and his very photogenic horse

Ed visits the stars of "Fabiola"

Fury shares a joke with Vic Mature



With Richard Widmark.

Ed the lion tamer

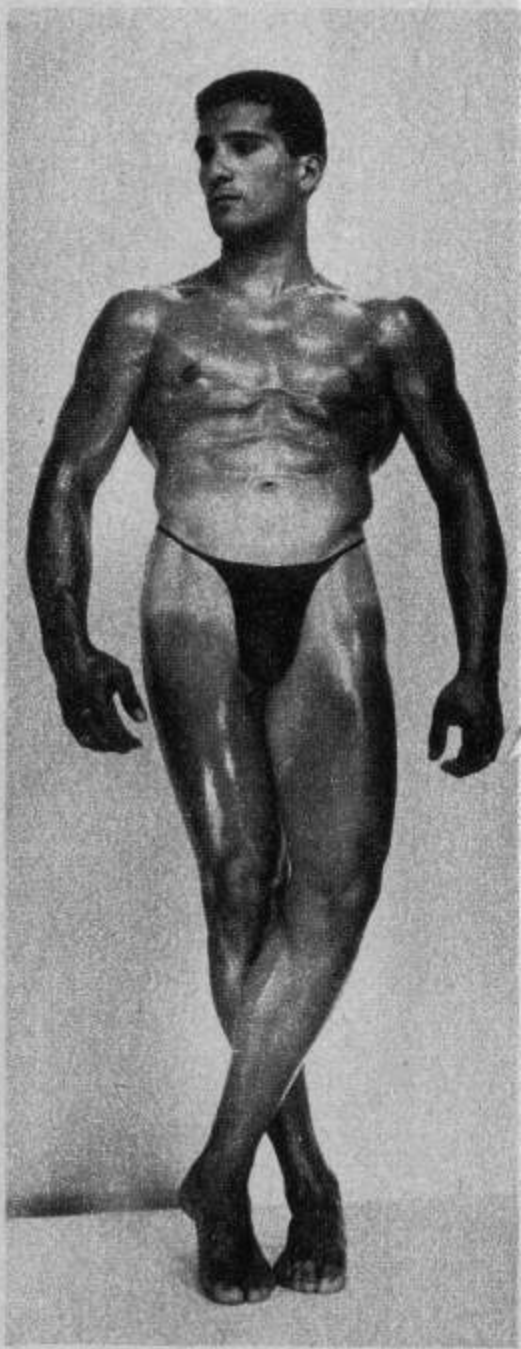
TAKE A TIP FROM TOM

Happy is the man whose vocation is also his hobby. Such is the good fortune of handsome Tom de Carlo, for Tom, who took up body-building for the fun and joy of it all, has now dedicated his life to the teaching of those same physical culture principles to others.

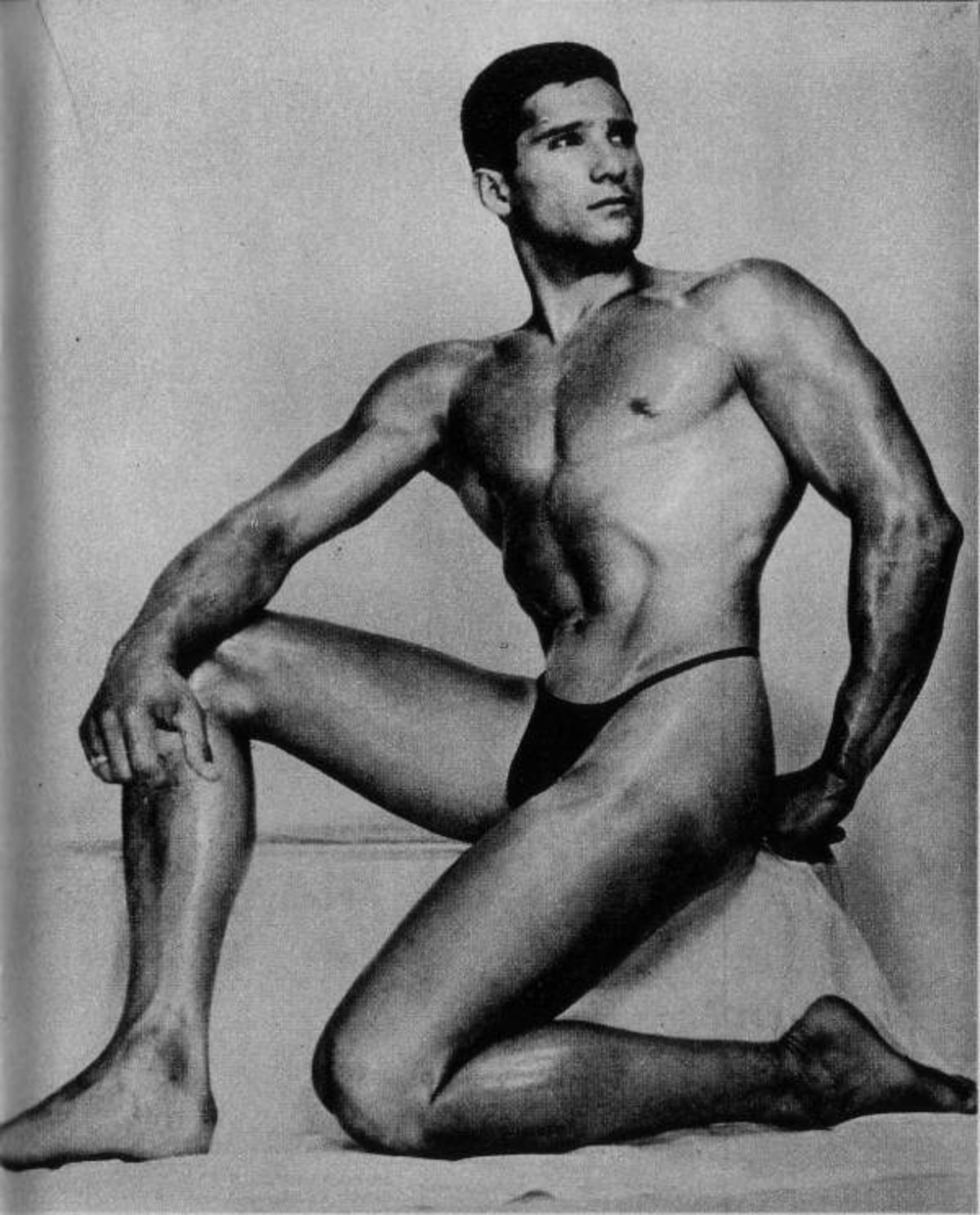
Born 22 years ago, Tom de Carlo first learned of barbell training while attending Brooklyn Central YMCA. After he had spent some time in Long Island University, Rene Kern, the indefatigable sports enthusiast of the Y persuaded Tom to enroll in Springfield College (International YMCA College) from where all YMCA physical directors are drawn. Here he has learned every conceivable sport that he might be called upon to instruct.

Lon has captured a great deal of Tom's concentrative seriousness in these splen-

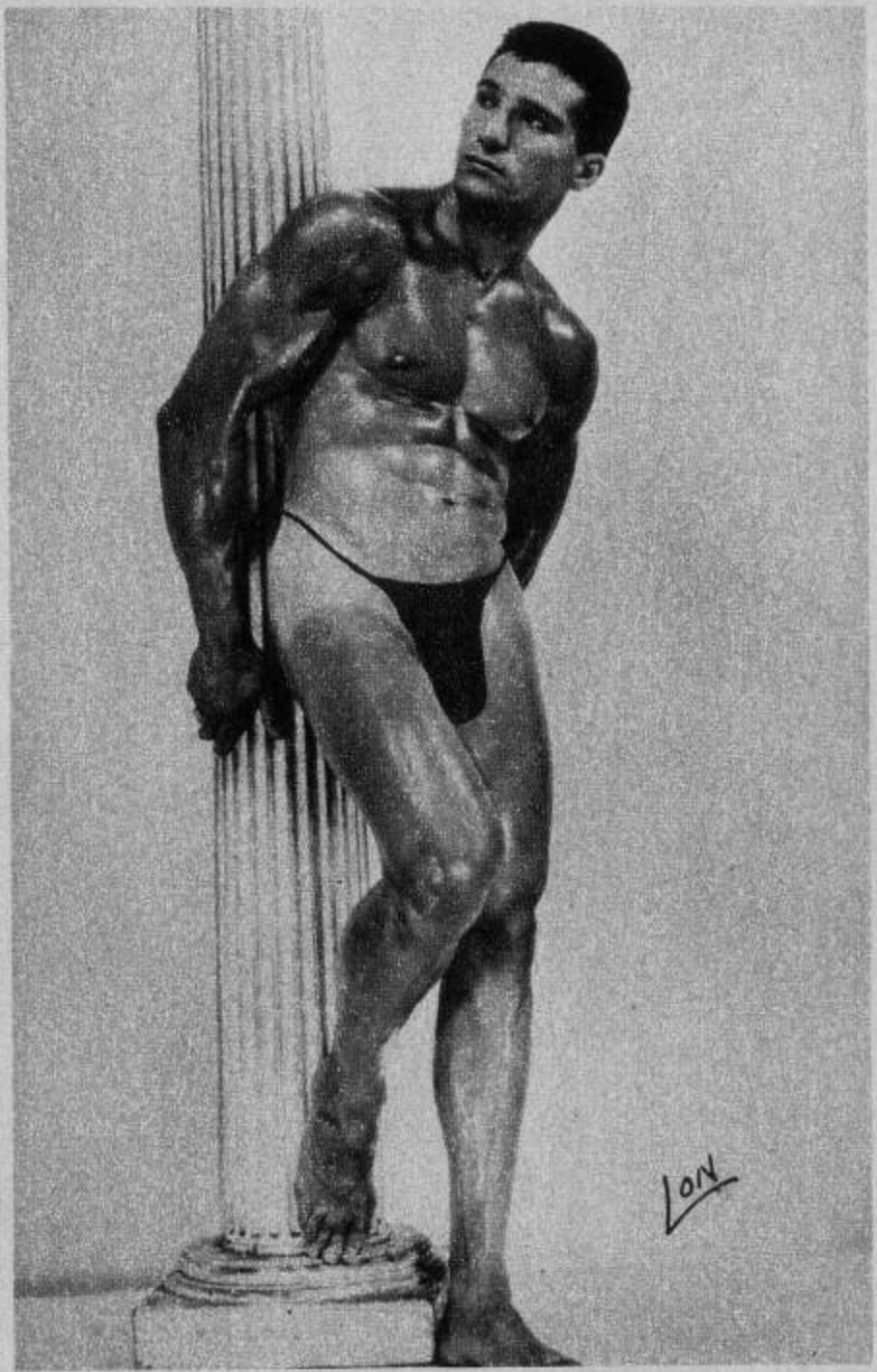
(*Continued on page* 54)



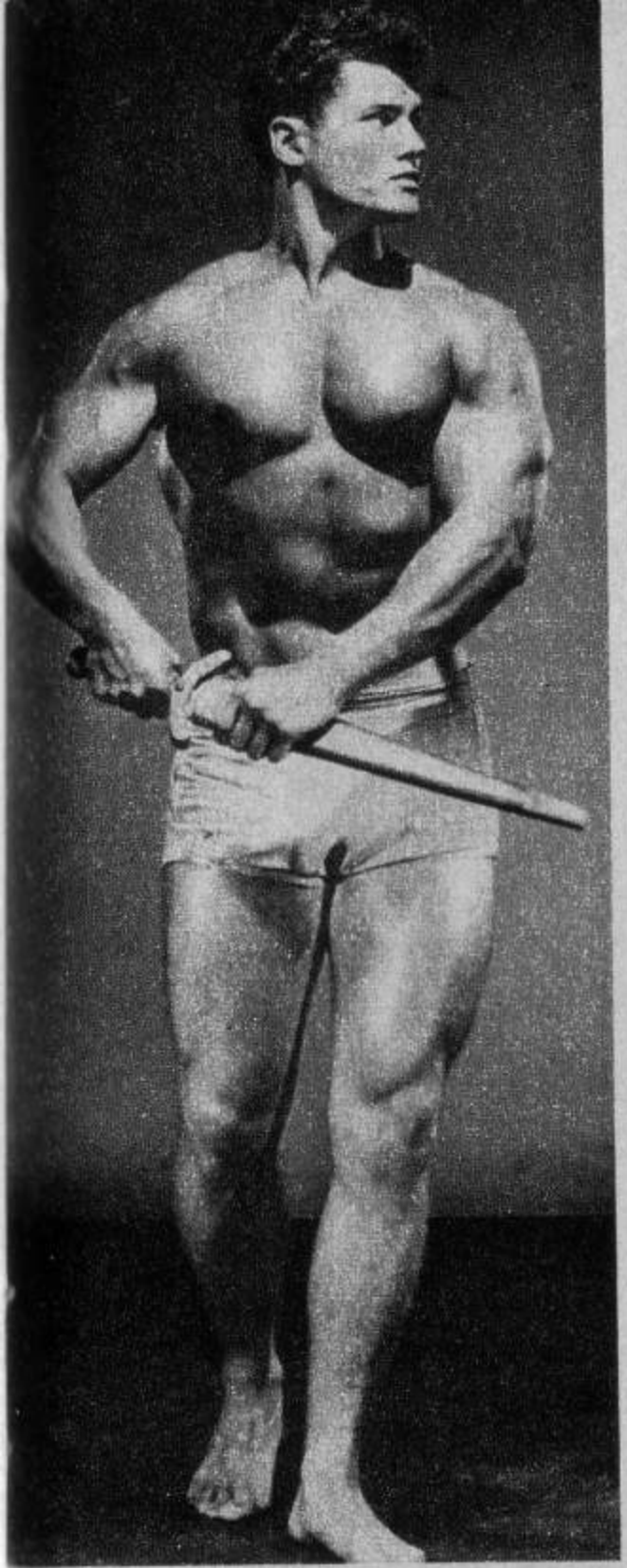
TOM de CARLO by Lon
A mood of calm reflection



IN MATURITY A RICH MUSCULARITY Lon



A QUALITY OF CLASSICISM IN EVERY POSE Lon



EMIL OBANDO by Spartan
There's majesty in his mighty muscles

Modest is the word for Emil

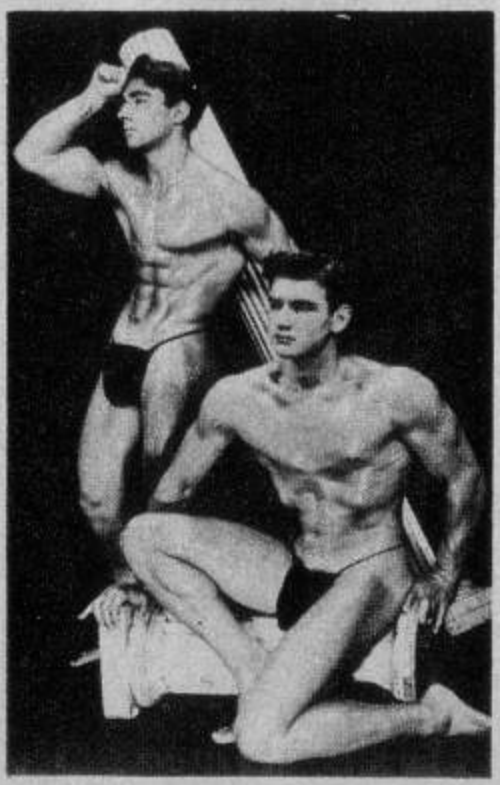
In these days of modern barbell gymnasia, when every bodybuilder is to some extent a "mirror athlete," it comes as a refreshing privilege to tell you the story of a very naive young man. Until he was approached for material for this article, Emil Obando had never seen himself in photographs, and had not the remotest conception of how he appeared, musclewise, to others.

When I gave him a set of his photographs for his own personal collection, he seemed greatly surprised over some of the poses, and began immediately to criticize this or that body part with a view to early correction and improvement.

Such modesty does credit to a 22 year old Hercules, who at the height of 5′ 8″, and a bodyweight of 175 pounds, is destined to become one of the leaders of that fabulous group of West

(*Continued on next page*)

LON
presents



CLASSIC DUOS

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New York 19, N. Y.

Please send "Classic Duos" (120X). $1 enclosed.

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Coast bodybuilders.

Having spent 3 years in Uncle Sam's navy, Emil is now attending Santa Monica City College working toward the degree of Electrical Engineer. While Emil has accomplished his basic training with weights, he does not limit himself to this form of exercise, going in for handbalancing, and tumbling, among other sports.

We are proud to salute this modest young athlete, and wish him well in his physical and mental endeavors.

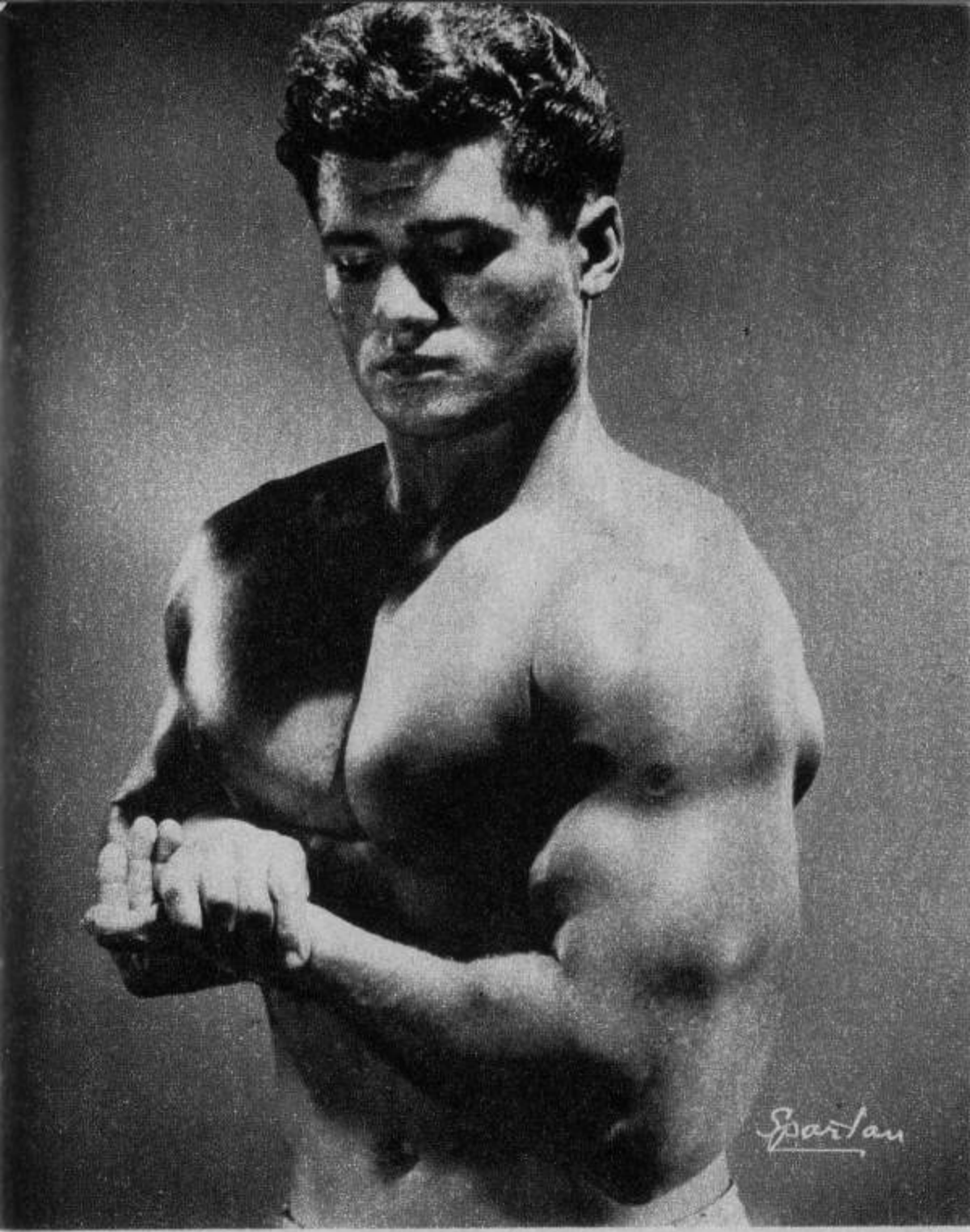
Life Of A Sailor

(*Continued from page* 31)

ing the Navy uniform soon.

Well Rusty . . . all that THE BODY BEAUTIFUL can do is to acquaint our readers with your splendid physique through these excellent photographs by Gebbe. I am sure we all agree that you have not only a beautifully symmetrical body, but that your poses are fresh and tasteful, that you have a natural grace and a million-dollar smile.

We are also sure that Uncle Sam will be glad to have you, and that you will make him very proud of you. Happy sailing!



The clean symmetry of massive musculature—by Spartan

S-T-R-E-T-C-H

Your Way To A Super Strong Body
This Enjoyable Home Gym Way

- **Builds Big Muscles**
- **Improves Health**
- **Creates Vital Energy**
- **Overcomes Inferiority Complex**

1

This versatile steel cable **home gym set** develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

Here's What You Get

1. Barbell Attachment for powerful arms, back and legs.
2. Foot stirrups for special arm and shoulder exercises.
3. Skip Rope for speed and endurance.
4. Headstrap for a man-sized neck.
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6. Hand Grips for a he-man grip.
7. Wall Pulley Attachment to develop prize-fighter muscles.
8. Rowing Machine Attachment for a wide back and broad shoulders.
9. Illustrated Instructions and FREE Book "How To Fight."

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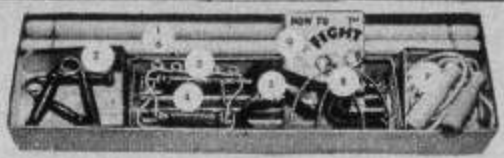

$11.00—Prices F.O.B. Our Warehouse

USE THIS HANDY COUPON

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Gentlemen:

Please RUSH me my Steel Cable Home Gym Set. I want to begin training like the Mr. America Champions do. Enclosed find $.....in full payment.

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All orders shipped promptly. Prices FOB our warehouse. No COD's. Canadian Customers, Price $14.00, same fast service from:
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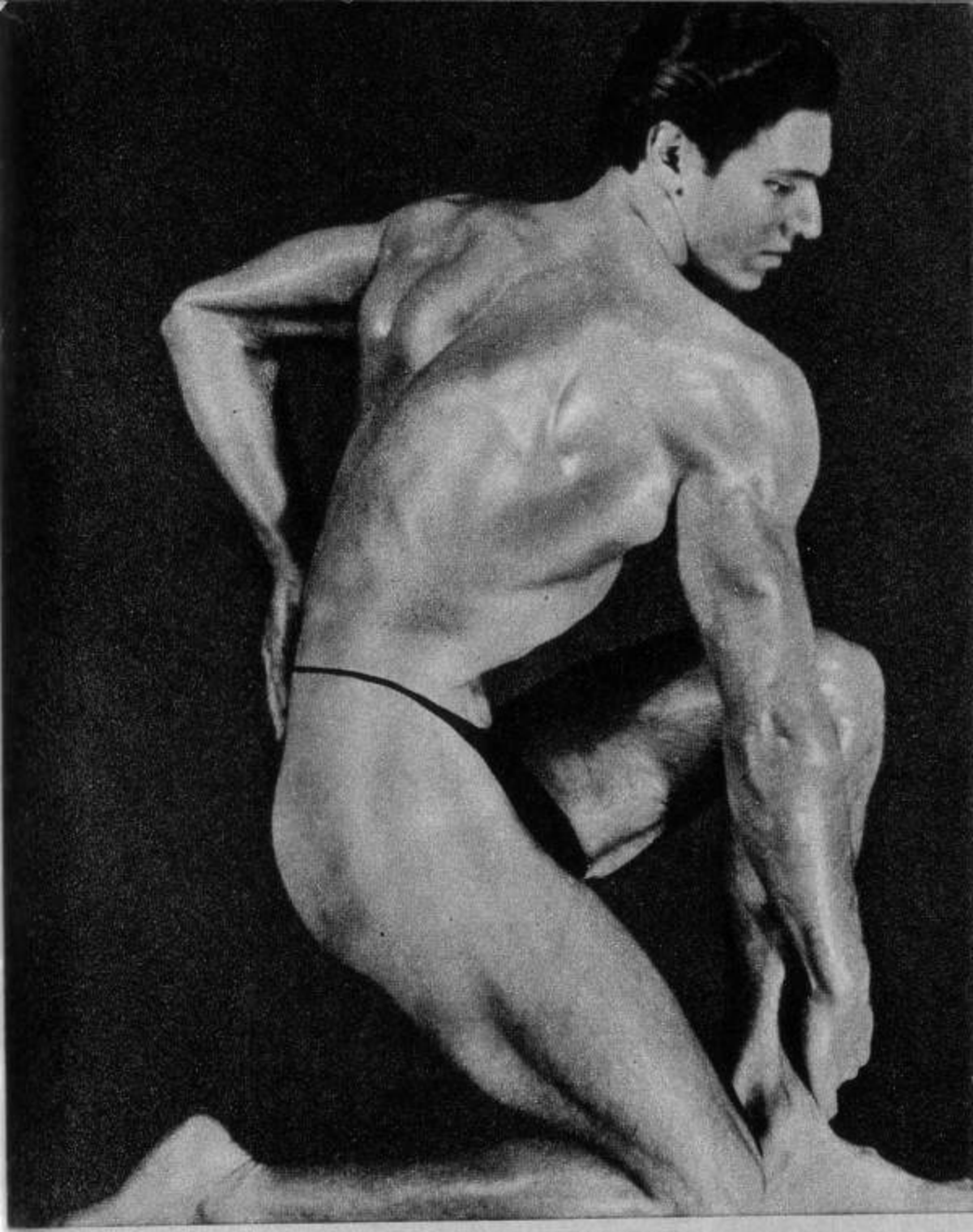

VICTOR MONTUROI by Forbes

Our first visit from a new poseur

The Madcap

(*Continued from page* 22)
scriptive to the point of utter frankness.

We have Jerry who is "Rabbit," and Jerry who is "Radio". There are also "Gyro" . . . "Hermit" . . . "Walker" . . . and "Littlejohn". The "Rabbit" is so named because of an unusually fascinating molar construction, permitting him to bite on the bias, while the name "Radio" is bestowed upon one who never ceases talking. "Gyro" is so called because he shadow-boxes during the entire exercise period. These names are all *a propos,* but the choice of one sobriquet completely eludes me. I can find no justification for the fact that a 17 year old Adonis named James Donovan, born of healthy, strong, no-monkey-business Irish stock should be called "Donkey".

As I understand the species, a donkey is a small, quadruped animal of stubborn disposition, used as a beast of burden. Occasionally a donkey "kicks up," and it may be this trait which finds its counterpart in Jim. Certainly "kicking up" is his nature, and you can see from these excellent photographs by Togof that the very divvil himself is in his Irish eyes.

Full of fun, always laughing, always teasing, the Peck's bad boy of Goldberg's gym, "Donkey" is Abe's star pupil, and the

BOB DELMONTEQUE STUDIOS

Announces publication of Catalogs 1 & 2 of handsome Glenn Bishop. Larger studies may be ordered from each numbered miniature.

Catalog No. 1 Price $1.00
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Also available a beautiful 1955 calendar featuring Glenn Bishop and Bob Delmonteque in 12 breath taking studies. One for each month of the year. Truly a quality item. This would make an excellent Xmas gift for your friends.

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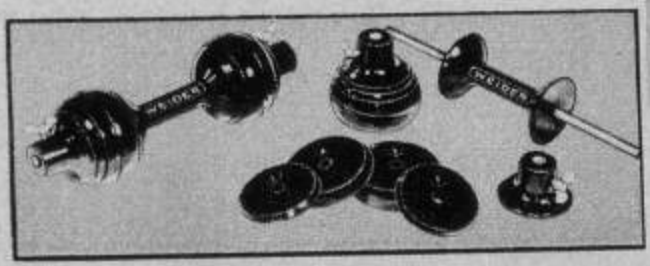

Especially Designed For The Busy . . .

- Executive
- Traveling Man
- Sedentary Worker
- Soldier

Health and Appearance—Your Key to Success

If you've been too busy to take care of yourself and have lost your youthful physique, pep and vitality, then you're getting much less out of life than you think. How you look and feel makes a real difference in business and social success. No one admires a weak, sickly man or even wants to be his friend. Instead, he is ignored, left out of all the exciting times. So if you're not getting all the fun from life that you think you should, now is the time to decide to recapture that "Great To Be Alive" feeling again. You can, and quickly too, if you use the Weider 'Keep Fit' Dumbell Set a few minutes a day at home. You'll be delighted at how fast you will build a strong, healthy body, how quickly you'll add pounds and inches of muscle onto your skinny frame, or melt off excess flesh if your problem is overweight. You'll build a magnetic personality too, one that will make you a stand-out in any crowd. So don't delay . . . order your set today and all these benefits will soon be yours FREE.

FREE!

Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

ONLY $20.00

With Course

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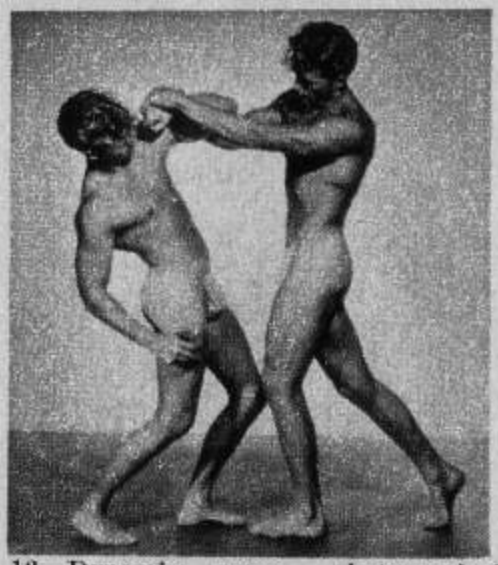
DYNAMIC DUOS



12—Dynamic poses, photographed in the inimitable Spartan manner!
12—4 x 5 original prints.. $ 2.50
12—8 x 10 original prints.. $10.00
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3 issues of Physique Pictorial $1.20.

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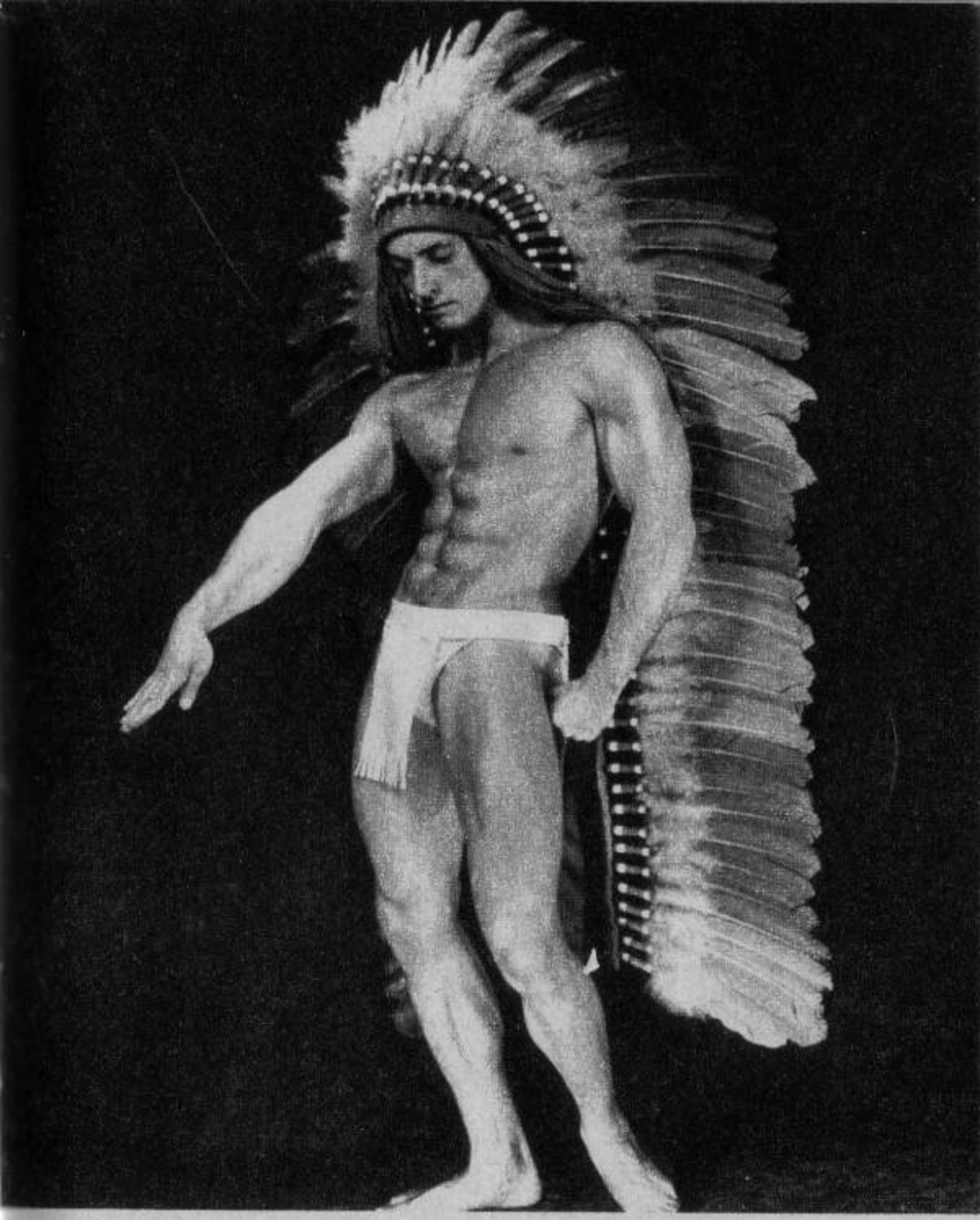
favorite of everyone. His beautifully symmetrical body complements his handsome head. He has the most perfect calves and best defined abdominal muscles of anyone in the gym. As Abe said when he first saw "Donkey" . . . "Good heavens . . . I've got another Mr. America on my hands!"

Eyes Of Texas

(*Continued from page* 19) (we call it rasslin' in Texas). From all reports he's done pretty well with it too.

Until he entered the ranks of professional wrestlers Henry was a familiar sight on Muscle Beach (he was Mr. Muscle Beach of 1952). Noted as a wit and as a jazz bull-fiddle player, seldom did a Sunday pass without Henry and his zany musical crew entertaining the torso tanners on that famous West Coast strand.

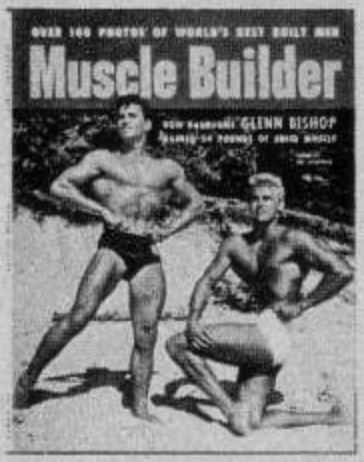
In viewing his photographs one is immediately impressed with the fact that he possesses one of the rare qualities of John Grimek . . . that is, his physique, while cast in Herculean mold, can easily assume the lines of Apollo in symmetrical delineation. There are very few who have such a



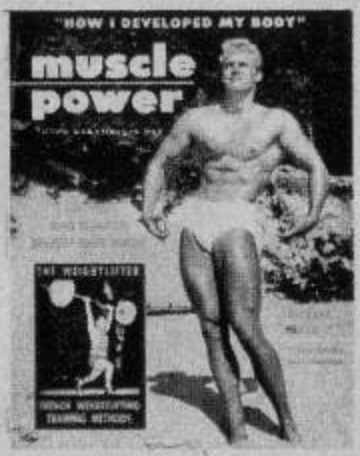
ARMAN OZON by Lon

Famous character dancer as the "Thunderbird"

DON'T MISS THESE HE-MAN MAGAZINES



Muscle Builder



Muscle Power

Here are two action-packed magazines every admirer of the perfect male physique must read. In them you will learn exactly how the muscular stars shown in this publication train to develop their powerful bodies:—their favorite exercises for molding a thick chest, massive arms, a trim waist, rugged legs. Each magazine is loaded with more than 100 pictures of the world's best developed men in exciting poses which won them world fame. Fast moving text explains every intimate detail of their private and professional lives. Pick up a copy of each at your local newsstand. Only 35c! You'll enjoy them—learn from them. They must be good . . . they're WEIDER PUBLICATIONS!

magnificent rib cage, and from the top of his blond, blond head to his nobly-developed calves you will find not a weak spot in his handsome body.

Ed Fury

(*Continued from page* 36)
appeared recently . . . "Demetrius And The Gladiators" in which he was prominently cast as a gladiator . . . "Hell And High Water" which starred Richard Widmark . . . "Kiss Me Kate" with Howard Keel, in which he was discovered in many scenes . . . and "All Ashore" with Mickey Rooney and Dick Haymes.

The Weider Publications, of which THE BODY BEAUTIFUL is a member, feels proud that we have been instrumental in furthering Ed's cinematic career, for we have constantly proselyted for him, and for other great and near-great bodybuilders, through frequent publicity in our magazines.

Here with this article are some shots of Ed Fury played. All photographs shown with the various stars of the pictures in which he courtesy of ATHLETIC MODEL GUILD.

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!

Before

After

JERRY MURRAY At 28, Jerry Murray was too fat, suffered from indigestion, shortness of breath. He followed the Weider 3 Way Reducing Plan and LOST 56 pounds, 10" from his waist.

Before

After

ROBERT REID—Police Constable Robert Reid was overweight, found it hard to do his job. He used Weider 3 Way Reducing Plan for 2 months; lost 30 pounds, regained his former pep and energy.

Here's Why You Must Lose Weight Quickly When You Follow The Weider 3 Way Plan.

1 You receive a supply of medically approved reducing tablets, which protect heart and liver during reduction. Take 3 a day, one before each meal.

2 You aren't placed on a Starvation diet. You eat satisfying quantities of nourishing food, following simple diet instructions outlined to you in FREE printed course. You are never hungry, still you lose pounds each day.

3 You can CONTROL where you lose weight. FREE illustrated course shows you enjoyable exercizes to follow to melt off chest, waist, hips and upper thighs, improving your physical condition and making you look youthful and attractive.

Weider Reduce Aid, Dept.B.B.
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I want to lose weight safely and quickly. Rush me the size bottle of Weider Reduce Aid, which I have checked below, PLUS FREE REDUCING COURSE. I am enclosing payment in full.

100 Tablets (one month supply)....$3.50
300 Tablets (three month supply)..$9.00

Name .....

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GUARANTEE: — Weider 3 Way Reducing Plan must help yo: lose dangerous overweight quickly and safely without harmful drugs, inconvenience or weakening diet — OR YOUR MONEY BACK!

Protect Your Health to Lose Weight Fast — Clip and Mail Coupon

PRICES:—
$3.50 for one month's supply
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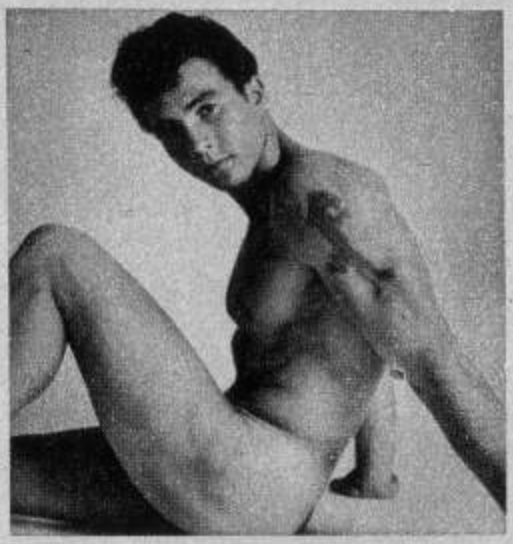

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Catalog of 16 miniatures for $1.00
Set of 6 fotos 8 x 10 for only $5.00
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GEBBE

112 West 61 St., New York 23, N. Y.

Creugas And Damoxenus

(*Continued from page* 35)

The unfortunate Creugas fell, and died instantly. His sorrowing countrymen placed the olive-crown of victory on the dead Creugas, and being horrified by this brutal deed, condemned the ferocious Damoxenus to perpetual exile.

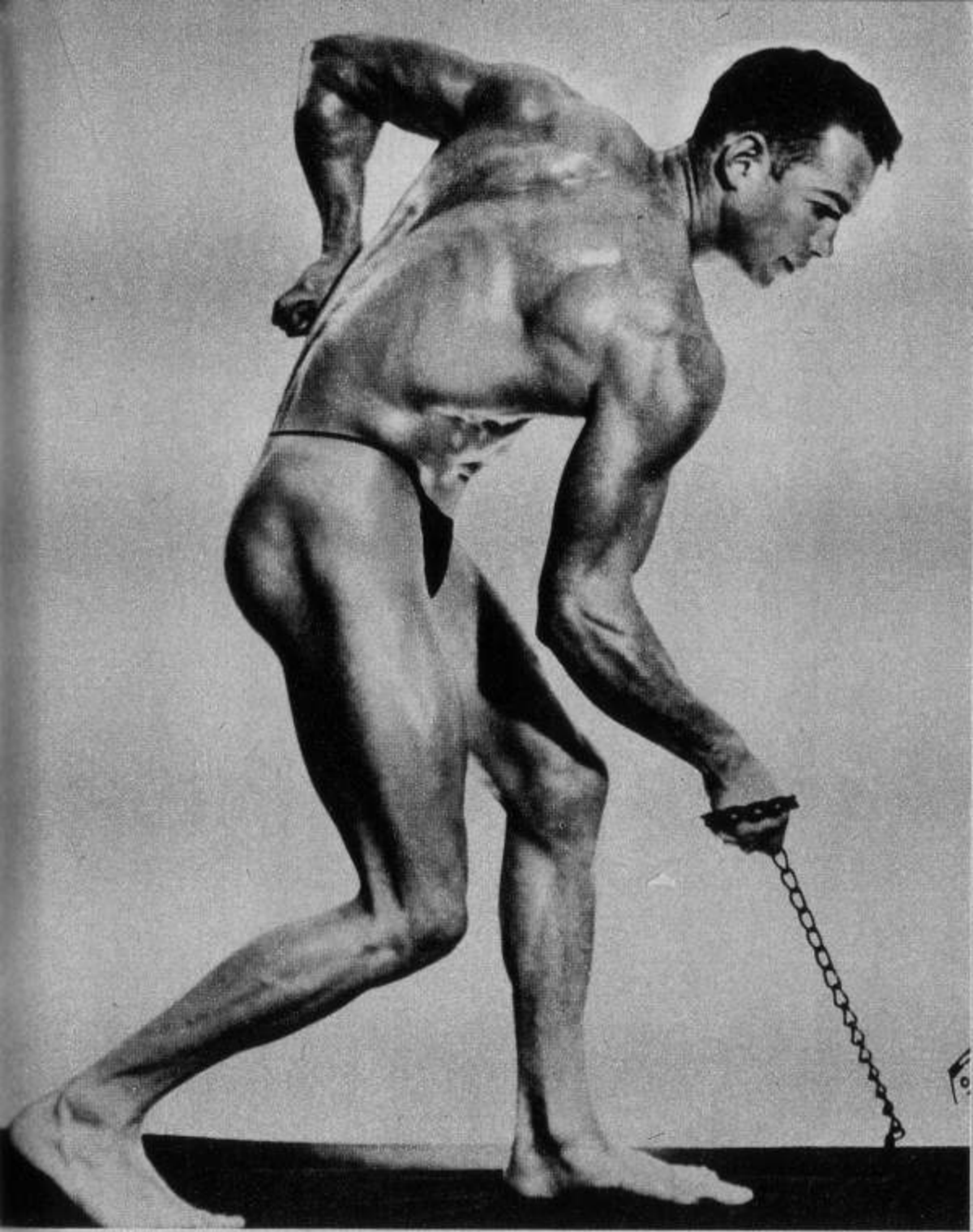
In the reproduction shown here, Creugas, having first struck his adversary, stands with his unarmed hand raised to his head, waiting for the return blow.

The rigidity of the muscles produced by this posture, and his exposure to the savage scheme of Damoxenus is clearly shown. So perfect is the picture that even in such static form the viewer finds it very difficult to resist a feeling of utter revulsion.

Take A Tip From Tom

(*Continued from page* 40)

did photographs. This very seriousness of purpose has probably been the deciding factor in Tom's own physical development. Being of the Apolloesque type, his face and body are reminiscent in high degree of that all-time physique phenomenon, Tony



MELVIN KAHN by Forbes

A study in controlled power

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Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF

JULIAN DAMES
(before)

GAINED 45 POUNDS
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"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 45 pounds of muscle, look and feel like a real man!

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Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

GUARANTEED

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.

So Easy To Use

Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you will gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

. . . RUSH MY ORDER

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LIQUID—1 pt. (1 month supply) . . . $ 3.85
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Tablets —100 Tablets $3.50
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City . . . . . Zone . . . . . State . . . . . .

No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

Sansone.

BB congratulates this well-balanced personality on his fine body, and his excelling qualities as a leader, and assures all those who come under his tutelage that they could not be in better hands.

Editorial

(*Continued from page* 3)

Just as music knows no restrictions, so does the body know no limitations of development, for perfection itself knows no perfection. Although it is not to be expected that the reader will view each variation with uniform relish, there are yet enough of them to please even the most critical and jaded tastes.

To you, a connoisseur of the masculine physique, we inscribe this issue of "THE BODY BEAUTIFUL" with all high greeting, knowing that the moments you spend in perusing its pages will afford you much pleasure, and inspiration for days to come.

A La Francaise

(*Continued from page* 13)

In a duet of dual poses we see Albert Struys (left) and Gerard Ferket (right) of Belgium, while our other dual pose demonstrates the Grecian godlike face and form of Yan Larvor (left)

Use COLOGNE

to Express Your Personality

Cologne is the only male cosmetic that is not purely functional. Soap, shaving cream, and deodorants each serves a single direct purpose.

Cologne, however, is more abstract. Used wisely it should create an illusion of heightened charm . . . add the perfect finishing touch to one's good grooming . . . it should be a summation of everything that is you. Hal Warner's Paris parfumeur has created three new colognes for three distinct personality types. For the gay, carefree, light-hearted youth we offer a rollicking, joyous scent . . . "FRAICHEUR" (Zephyr).

For the man of more conservative tastes, in manner distinguished, and of quiet elegance we suggest our "IVY LEAGUE".

Nor have we forgotton the man of challenging boldness, the lover of battle and conquest. For this male rampant our parfumeur has created "CONQUISTADOR," as elemental as summer lightning, and truly the KING of colognes.

Each of these fragrances comes to you in a generous three-ounce bottle, hermetically sealed to conserve its volatile essence. The price of each is $3.25, tax and postage prepaid. They may be obtained only from . . .

HAL WARNER

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announces ..

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NORMAN TOUSLEY

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Norm is one of the West Coast's leading bodybuilders. Always in demand as a model for artists and Art Schools, his exceptional physique and posing ability reveals a beautiful symmetrical form.

16 Photo Studies in Each Catalog

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EXCLUSIVE MR. UNIVERSE PHOTOS

Now Available For Artists, Art Students and Physique Photo Collectors

Fresh from his conquest in London, as winner of the Mr. Universe 1954 Crown, handsome, classically formed Enrico Tomas, now offers a select group of exclusive physique poses for sale. In them, you will see clearly revealed the sensational proportions, flawless muscularity and refreshing personality that won him the world's greatest bodybuilding honor. This unique collection commands international attention since it demonstrates the camera artistry of Arax of Paris, Cooper of London and Lon of New York.

6 Original 8 x 10" Photos, $7.50
1 Original 8 x 10" Photo, $1.50
12 Original 4 x 5" Photos, $4.00
Big Collection, Catalog #1, $1.00

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Physique DUALS

Action photos where the male figure is placed in positions of tension and relaxation. Two teams of handsome athletes have been used. Catalogue contains fifteen 4 x 5 double-weight matte prints.

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Postage: 1st. Class 15c., Airmail 25c.

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6 for $3.00 12 for $5.00
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Send one dollar for five selected sample prints and illustrated circulars. Overseas customers send two international coupons for illustrated circulars.

BRUCE OF LOS ANGELES
Box 75305-B, Sanford Station,
Los Angeles 5, California

and Jean Millet (right).

Our concluding photograph is of Francois Testard, also 19 years of age, a study in classic rapport. Francois is a pupil of Professeur Dupont of Verrailes.

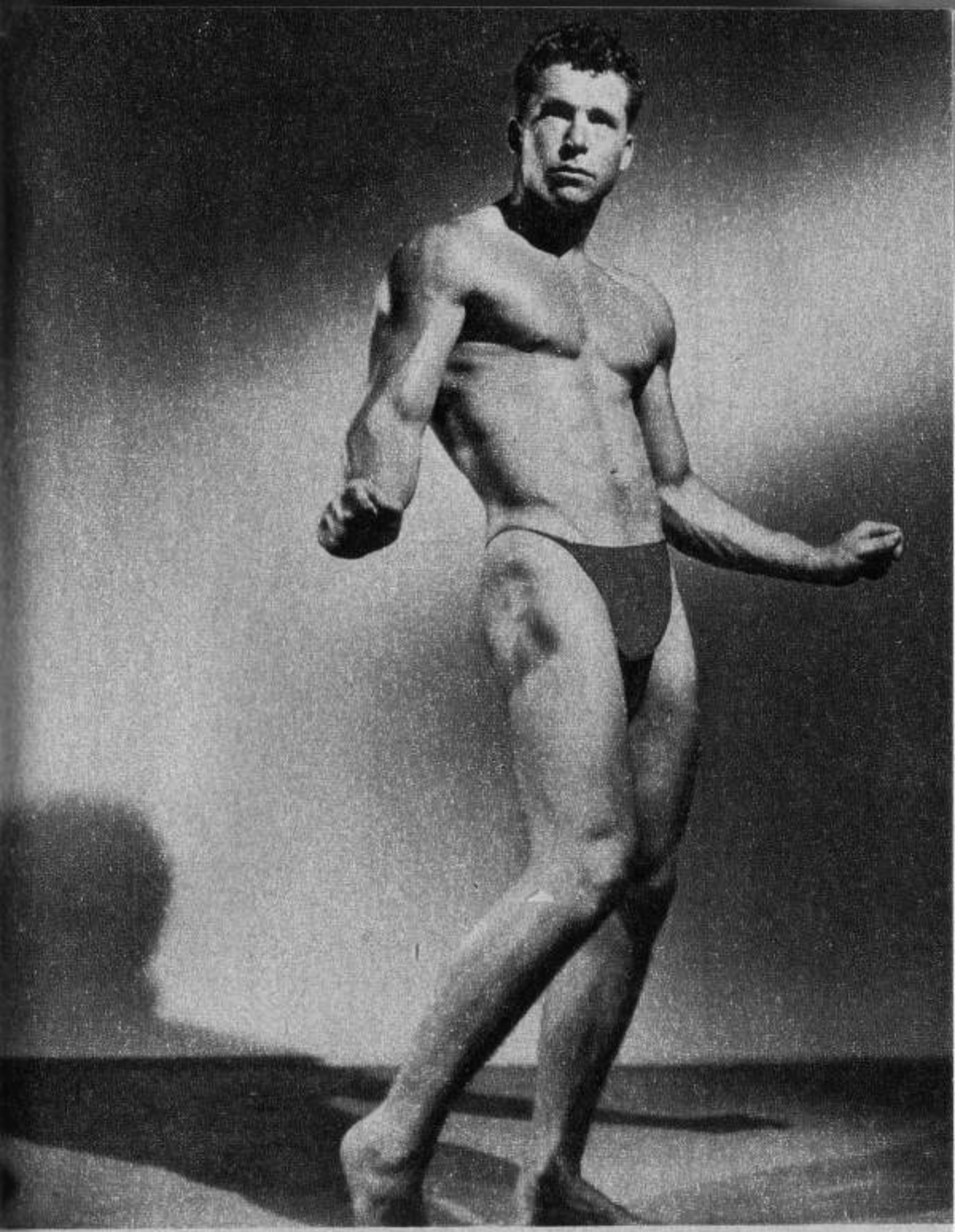
We hope you like these young French athletes, and we will have more of them in a future issue.

Champion's Champion

(*Continued from page 9*)

In almost every sport, the really great champions, who in our memory are kept forever green, are few in number, and are seemingly separated by light years of distance. In the bodybuilder's sphere, however, the roster of worthy champions is a lengthy one, and each new year sees the debut of some splendidly developed young man bidding for acceptance into the royal order of all-time greats.

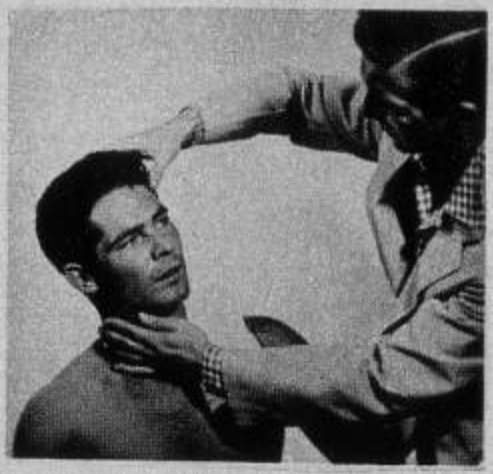
It is this ever-growing preponderance of ever-more-perfect physical specimens that makes it difficult to correctly assess the entire group, and set the seal of approval on the one man who might well be called the "dean" of bodybuilders



JACK HULEN by Spartan

California bodybuilder with classic torso

Hal Warner says:
Your Face Is Your Fortune



Now for the FIRST TIME, Hal Warner boldly reveals his revolutionary techniques of scientific face culture and skin care ESPECIALLY FOR MEN...the identical course he administers to the male stars of stage, screen, and TV. In this remarkable course learn how YOU can improve your skin INTERNALLY through the amazing HOLLYWOOD SUPER-PROTEIN DIET...how to rebuild and strengthen the facial muscles with Hal Warner's SYSTEM OF FACIAL EXERCISES.
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. . . the champion of champions. Yet in John Grimek there is such a man, and very few will argue the validity of this premise.

This statement is further documented by an incident which ocurred several years ago. In a contest to determine America's best-developed man. Grimek was a contender among a host of other Mr. Americas, one of whom was Steve Reeves, another American idol. When Reeves lost to Grimek it was characteristic of his good sportsmanship, and innate good breeding, that he strode forward, clasped Grimek warmly by the hand, and said sincerely . . . "John, you're still the greatest!"

The photographs which illustrate this story are taken from various periods in the life of John Grimek. Born 45 years ago in Perth Amboy, New Jersey, we see him first as a boy in his teens, whose magnificent physique framework was already in evidence.

Next is a picture of a very tanned Grimek, photographed against the background of his native Jersey hills . . . he was then in

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his early twenties, but the greatness of his body had become legendary.

In the group picture we see Grimek admiring one of his Mr. America trophies, while to his left you may recognize a youthful Ludwig Shusterich chatting with another famous bodybuilder, Chick Deutsch. Half-hidden in the background is a later Mr. America, Frank Leight.

In the photograph depicting Grimek half-kneeling by the shores of a lake, the richness of maturity had forever set him apart from lesser men.

Grimek was now in his thirties, and during this time he met Lon Hanagan. and the fruit of this meeting was some of the most remarkable physique photography ever made. In this posed studio shot the rhythmic sweep of his Herculean musculature has never been more effectively realized.

Another photograph shows a very flexible Grimek posed with one of his myriad trophies.

Time passes now to the late 1940's, and John appeared in a California phy-

sique show, after which he posed in front of a large hotel with Harold Zinkin, popular California gym owner.

Finally we show him as he appeared in an exhibition in Honolulu not long ago. With all the affection which Grimek has for the youthful body beautiful aspirant, we see him congratulating John Brown on winning the title . . . "Mr. Hawaiian Islands."

It must be true that champions are born, not made . . for champions are not composed of muscle alone, nor of symmetry, nor of mere proportions, nor yet of athletic prowess in itself, but of a combination of all these and much, much more. There must be intelligence, gentility, warmth of spirit, sportsmanship, and a sense of both daring and proportion. But most of all the determining factor that makes a champion supreme is that quality of inspiration that begets inspiration, for any champion must be the torchbearer of his sport.

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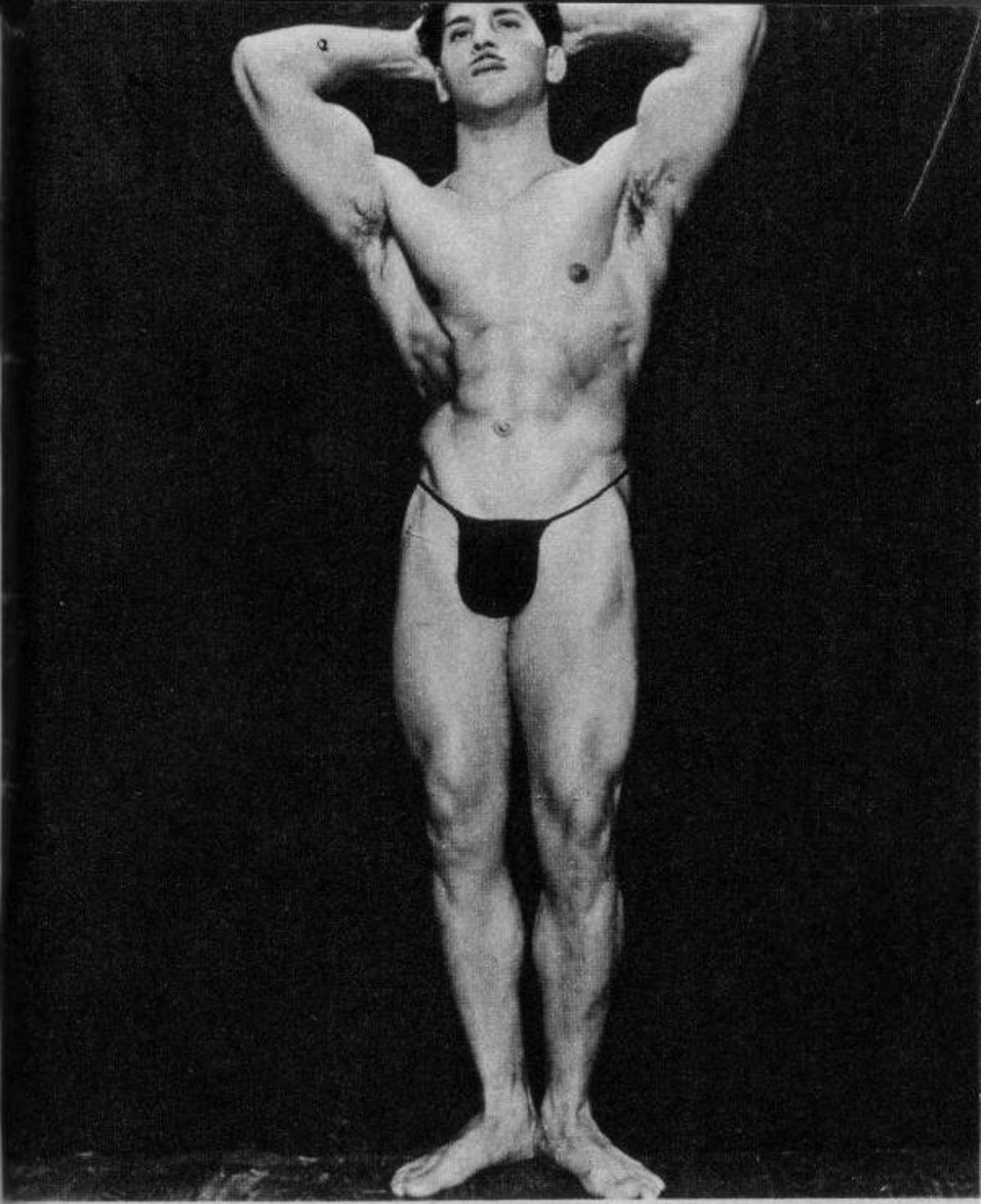

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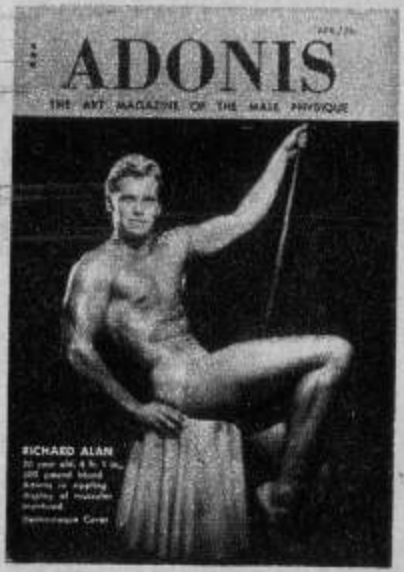

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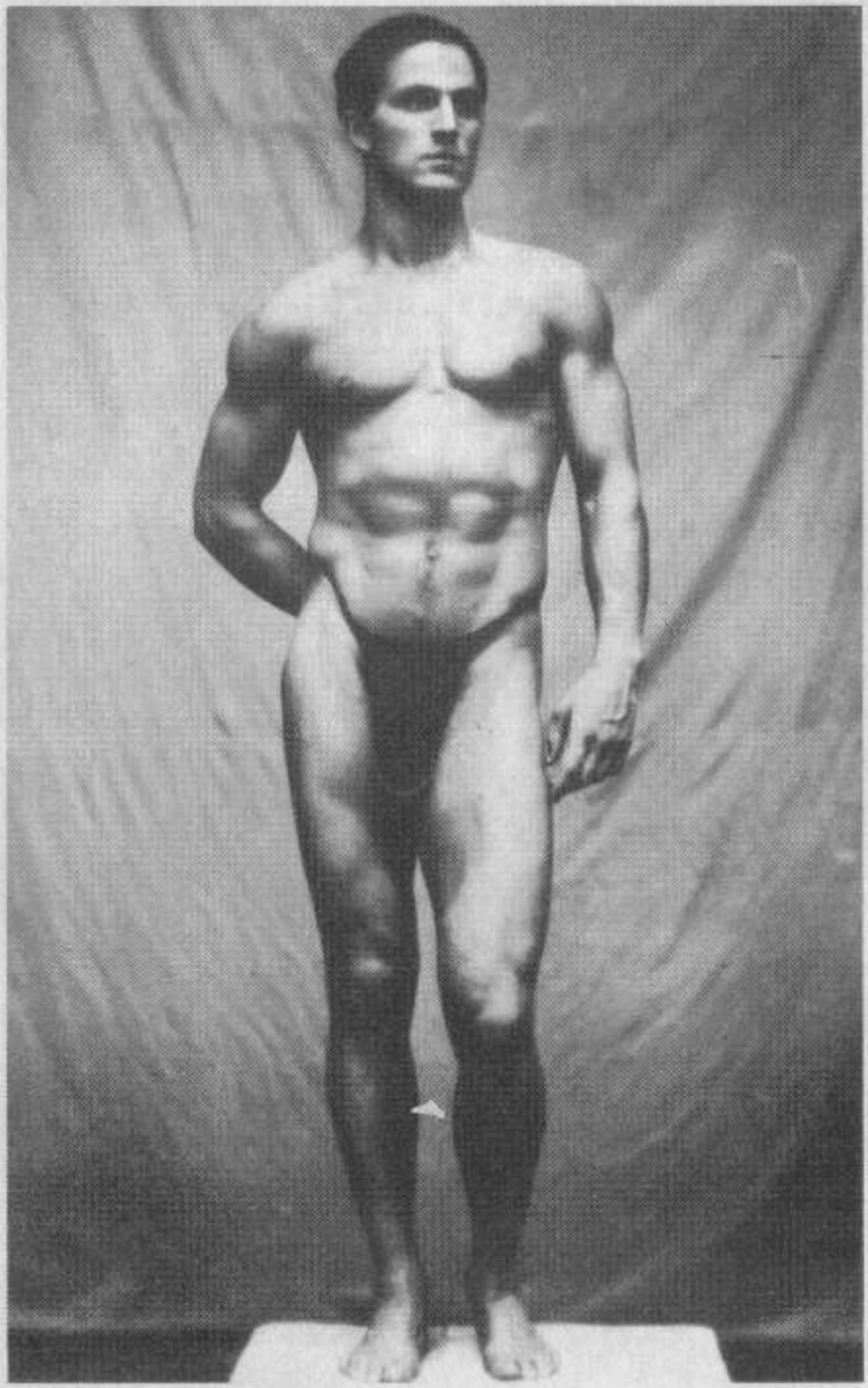

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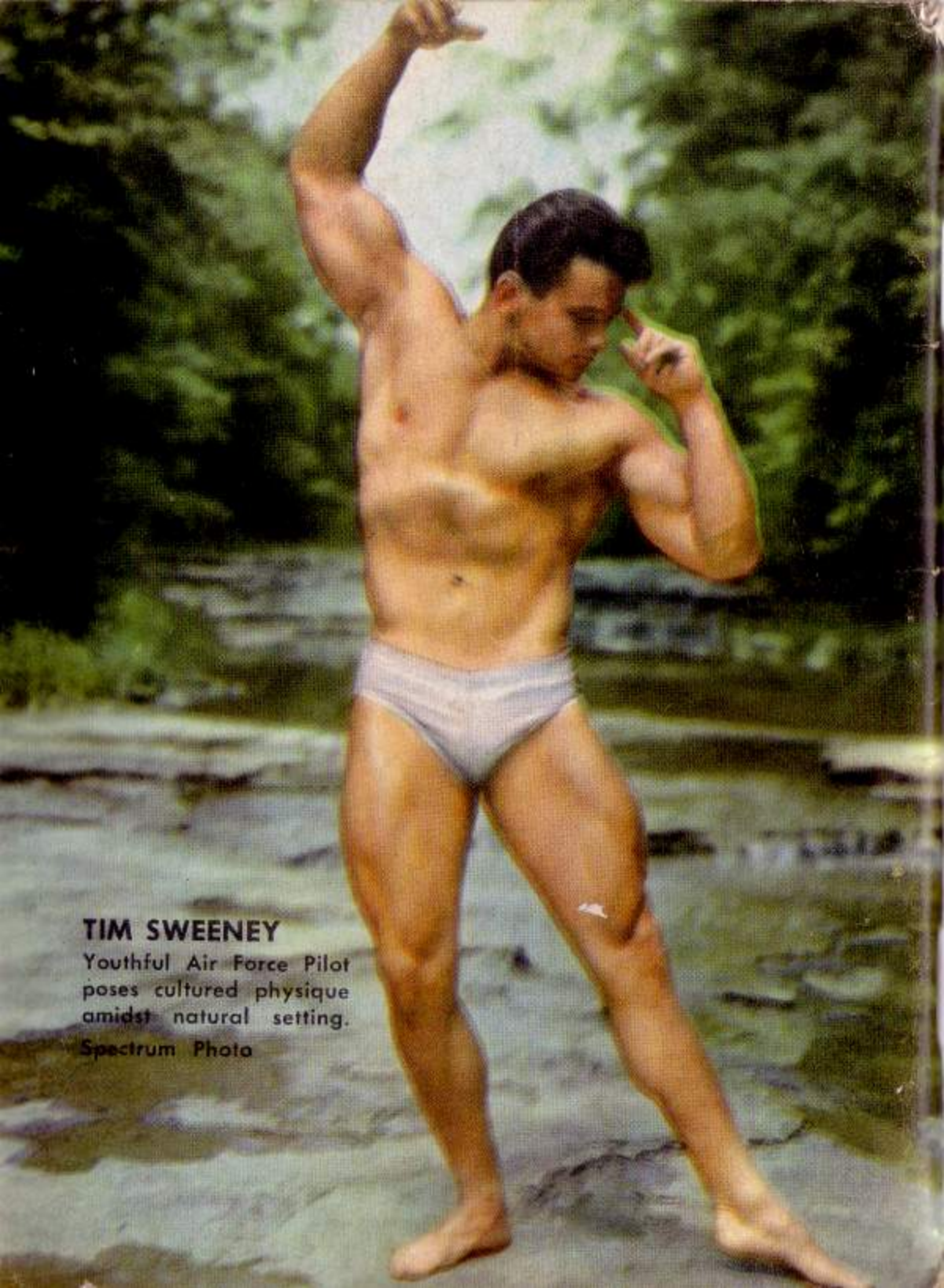
The standard-bearer of the Latin physique



TIM SWEENEY
Youthful Air Force Pilot poses cultured physique amidst natural setting.
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